September 1959

The Office

Magazine of Management · Equipment · Methods

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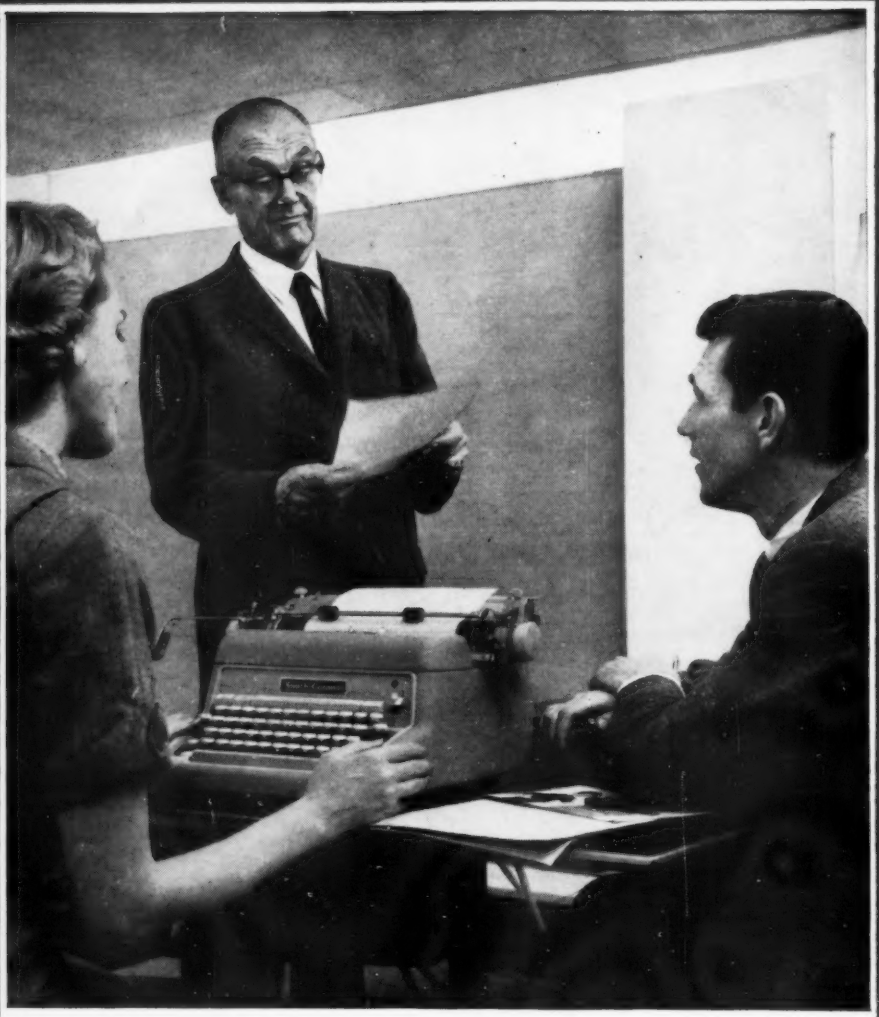

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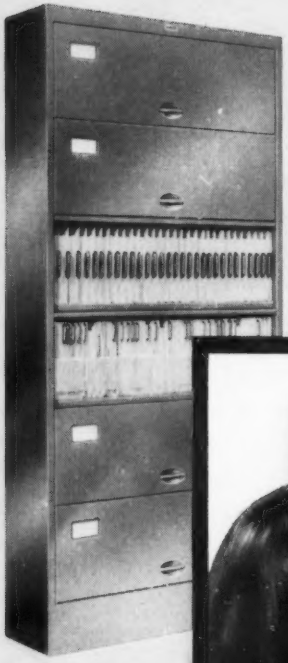

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The Office
Magazine of Management · Equipment · Methods

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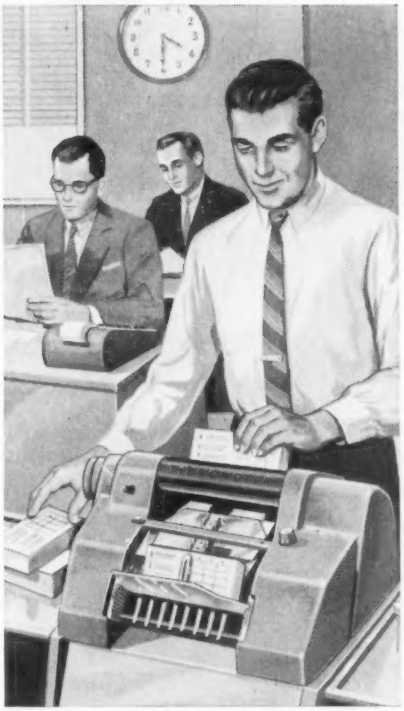

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*
The original work papers for the development of these figures are on file at the offices of Paul B. Mulligan & Co., Inc., 405 Lexington Avenue, New York City, and are available for review upon authorization of The Traveletter Corporation.

(Signed) Richard L. Ganzi, President
Paul. B. Mulligan & Co., Inc.

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GOVERNMENT'S OFFICE SUPPLY SUPERMARKET

The customer at left is a federal government office employee shopping for supplies in one of the General Service Administration's office supply supermarkets in Washington, D.C. Harold Chase, the store's manager, is shown below at the checking out counter. This method of distributing supplies has proved so successful that GSA expects more governmental agencies to replace their stockrooms with supermarkets. The idea might prove equally beneficial to large private business enterprises.

Supermarket Distribution of Office Supplies Is Proving Successful for Government

A SUPERMARKET was opened early last year by the General Services Administration in Washington for Government employees in need of office supplies. It is just like an everyday supermarket, down to individual shopping carts and a bargain counter displaying attractively packaged items for office use. GSA has since put into operation a number of similar stores and plans to open still more. H. A. Abersfeller, regional director, Federal Supply Service, explained the thinking behind the idea and told how it has worked out.

"Our initial thoughts in this matter were predicated on our desire to reduce paperwork and inventory. Studies were made by many Government agencies dealing with the cost of typing and handling requisitions and orders, as well as the cost of correspondence and follow-up. There are many cost figures that can be used, varying all the way from $2 to $10 an order. We know definitely that it costs us over $2.50 to handle a single line on a requisition in our warehouse here in Washington. With this in mind we went to work to see how we could cut costs and provide Federal agencies with a faster service for the most commonly used office items."

Mr. Abersfeller explained that this study indicated that setting up a merchandising system, similar to that employed by the food and other big chains, would help reduce costs.

"We proceeded with this program and installed our first store in the Lafayette Building in Washington on March 24, 1958. This store was conceived on a dual principle—first, to eliminate or curtail the need for stockroom facilities by the participating agencies; second, to provide quicker service for administrative and office supplies to those

Ed Mills, GSA deputy administrator; Karl Wallace, regional commissioner; Robert Daly, assistant commissioner, supply operations, and H. A. Abersfeller, regional director, Federal Supply Service, in the GSA's office supply supermarket in Washington.

	STOCK ROOM NO.	DATE OF REFUND	REFUND NO.	AMOUNT	A. CASH B. CHARGE

CREDIT MEMO

GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
INTERAGENCY STOCKROOM

CUSTOMER STOCKROOM

The purchase of the material being returned under this credit memo is covered by:

	STOCK ROOM NO.	DATE OF SALE	SALE NO.	AMOUNT	TYPE OF SALE

RETURNED BY _____
(Signature)

GSA FORM 832
FEBRUARY 1958

	STOCK-ROOM NO.	DATE OF SALE	SALE NO.	AMOUNT	TYPE OF SALE

SALES SLIP

GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
INTERAGENCY STOCKROOM

CUSTOMER STOCKROOM

The undersigned acknowledges receipt of the material covered by this sales slip and certifies its purchase is necessary for the Official Business of the U. S. Government.

SIGNATURE: _____

☆ U.S. GOVERNMENT PRINTING OFFICE 1958-483174

GSA FORM 831
OCTOBER 1958

Two spot carbonized forms used by GSA office supply stores. Cash register impression prints across top and customer's charge plate prints in center area.

NOTE - THIS FORM MAY BE GIVEN TO THE CASHIER OR DEPOSITED IN SUGGESTION BOX IN STORE. YOU WILL BE NOTIFIED WHEN ITEM IS RECEIVED.

GENERAL SERVICES ADMINISTRATION
REGION 3 - FEDERAL SUPPLY SERVICE

NEW ITEM REQUEST

STOCK NO.	ITEM DESCRIPTION	IMMEDIATE REQUIREMENT	ONE MONTH SUPPLY

NAME	AGENCY	CODE	EXTENSION

REMARKS *(Your comments or ideas for improvement of the Retail Stores will be greatly appreciated)*

GSA-WASH DC 58-16135 R3-T267 JUNE 1958

If you don't see what you want, or if you wish to try some new product, the GSA store will get it for you if you tell them what you want.

Daily report form used by the managers of GSA stationery stores.

GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
INTERAGENCY STOCKROOM

STOCKROOM LOCATION

DATE

DAILY REPORT OF TRANSACTIONS

ADJUSTMENTS IN SALES VALUE OF INVENTORY

INCREASES

1. RECEIPTS FROM STORES
(RECEIVING REPORT NOS. _____) _____
2. OPEN MARKET PURCHASES
(STANDARD FORM 44 NOS. _____) _____
3. PRICE INCREASES
(NOTICE NOS. _____) _____
4. MATERIAL RETURNED BY CUSTOMERS
(CREDIT MEMO NOS. _____) _____
5. TOTAL INCREASES

DECREASES

6. SALES, TOTAL FROM TAPE
(SALES NOS. _____) _____
7. RETURNS TO STORES
(DOCUMENT NOS. _____) _____
8. PRICE DECREASES
(NOTICE NOS. _____) _____
9. OTHER ADJUSTMENTS
(Explain on reverse hereof) _____
10. TOTAL DECREASES

CASH RECONCILIATION

11. ON HAND
(FROM LAST REPORT) _____
12. LESS: CASH PAID OUT
(DOCUMENT NOS. _____) _____
13. LESS: CASH REFUNDS
(CREDIT MEMO NOS. _____) _____
14. PLUS: CASH SALES TOTAL FROM TAPE
(CASH SALE NOS. _____) _____
15. LESS:
CASH SUBMITTED HEREWITH _____
16. ON HAND
(As of C.O.B. this date)

I hereby certify that this report correctly reflects all stockroom transactions for this date as substantiated by the documents and cash transmitted herewith.

STOCKROOM MANAGER _____
(Signature)

(Use reverse if more space is required)

GSA FORM 830
FEBRUARY 1958

GSA WASH DC 58-9875

small agencies unable to use full case lot quantities from our warehouse.

"We originally estimated our savings through this one store would amount to at least $25,000 a year. We now find that enthusiasm for this program is far greater than we anticipated and, as a consequence, we expect savings to be proportionately higher. Specifically, the store started out to serve ten Government agencies. It now serves a total of 49 and the number is increasing every day. Our business, in terms of dollar sales, has gone up in almost exact ratio to our increase in customers."

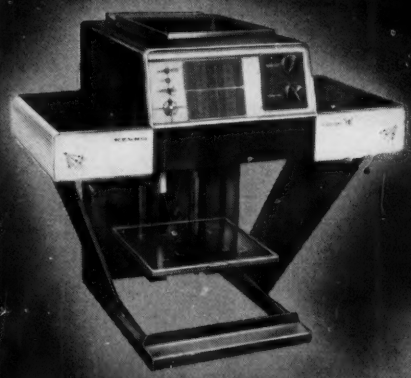
This success, Mr. Abersfeller said, prompted GSA to start a store in the Regional Office Building at 7th and D Sts. in April, 1958. "We eliminated the stockroom in this building, and all agencies and personnel housed in the building get their office supplies in the new retail store. During March and April of this year, we opened two more

KENRO "VERTICAL 24"
Shoots up to 18" x 24". . .
the four-up camera

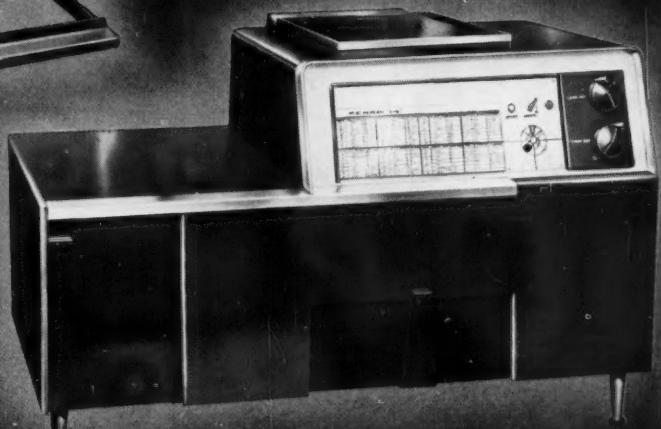
Designed by Bruce Kamp Associates

All new from Kenro

a complete line of vertical cameras



KENRO "VERTICAL 18"
Shoots up to 14" x 18". . .
the two-up camera



KENRO "VERTICAL 14" *COMPANION*
Shoots up to 11" x 14". . . the
photocopier and duplicator companion

The "Vertical 18" camera, pioneered by Kenro has been making graphic arts history. Now there is a Kenro vertical camera for all platemaking and photocopying requirements. The "Vertical 24" can shoot a full-size newspaper page or 8½" x 11" copy four-up with bleed. The well-known "Vertical 18" has been completely redesigned for even more versatility. The "Vertical 14" is the perfect companion for offset duplicators and new methods of photocopying.

These beautiful new cameras are as modern in function as they are in design. They are engineered from the inside out for versatility, accuracy, ruggedness and ease of operation. New lens turrets, larger, hold-open copyboards, improved lighting, interchangeable heads for prismatic, film, xerographic and other applications are but a few of the many new features. Write for details or see your Kenro dealer.

KENRO GRAPHICS, INC.
Dept. F-9, 25 Commerce Street, Chatham, New Jersey

Introduced at the Graphic Arts Exposition . . . see them at the National Business Show
For More Information Circle No. 393

"My boss really started going places when he became Multilith® Master-Minded."

Everybody's amazed at how much time and money my boss has saved our company. Reports, purchasing, production control, billing, sales promotion . . . anything that has paperwork connected with it . . . you name the job, and he's found a better way to do it. He says it's easy once you discover the advantages of using Multilith Masters. All it takes is a phone call to your nearby Multigraph representative. He'll be happy, without cost or obligation, to study your current paperwork procedures and prepare a report on how Multigraph Methods can help you.

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Cutting costs is our business

Addressograph®-Multigraph®

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such stores," he added.

"The techniques we use for merchandising and billing follow commercial practices. We use a charge plate system and monthly billing. We have supermarket shopping carts for the convenience of our customers who, after they have made their selections, go to a check-out counter where the items are totaled on a cash register. Each customer receives a cash register tape, showing the cost of each item purchased, together with the total and, after printing the charge plate on the sales-check, signs it."

Mr. Abersfeller revealed that GSA is currently stocking some 1500 items in each store. These include all those most commonly in office use and frequently used Federal standard forms.

"Here in Region 3, comprising the States of Virginia, Maryland, West Virginia and the District of Columbia, we contemplate extending this program to Baltimore and Richmond at an early date. Later on we plan to set up five or six additional stores throughout the region. We are also thinking of establishing stores in all new Federal office buildings in lieu of individual stockrooms maintained by each agency."

Asked to comment specifically in regard to the advantages offered by the new stores, Mr. Abersfeller said:

"As we see them, they boil down to something like this: the first and possibly most important is the elimination of paperwork and its inherent high costs. The second is a reduction in inventory. This is brought about by the fast service we are able to offer through retail store outlets. For instance, in the past it has taken as much as 30 days for an agency to receive the supplies that it requisitioned through the normal processes. This resulted, of course, in the agency or office maintaining a 90-day stock level, because of the lead time for replenishment of those stocks. With our new fast service, there is no

Joe Lake, chief of GSA's retail stores branch; A. G. Bearden, chief of the stores division, and H. A. Abersfeller, regional director, Federal Supply Service. Shelving at right contains standard forms. Signs read "Cards, Tabs, Type Cleaner, Thumbtacks, Calendars, Cups, Blotting Paper."

Plans become "Jobs-in-Work" quicker when MAC supplies the Control Panels!

10:00 A.M. MONDAY: MAC Panels ordered

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Thousands of TAB installations now use MAC Control Panels because:

- Orders shipped same day they're received.
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- Standard covers of aluminum for additional lightness.
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MAC PANEL Company

General Offices: High Point, North Carolina
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WRITE FOR ADDITIONAL INFORMATION OR CALL YOUR MAC REPRESENTATIVE TODAY!

For More Information Circle No. 247

need for any office to maintain more than a week's supply at any time. We keep a 15-day supply in our store. This, then, results in the elimination of roughly a 60-75-day inventory pipeline.

"The third advantage, that we consider important but which is difficult to predict in terms of precise dollar savings, is the comparative shopping feature. In the past, all customers were restricted to items that appeared in our catalog and had to supplant the description with some knowledge of the items used. This often resulted in less efficient items being used and a reluctance on the part of individuals to try new products—not being aware of the special features that new items offered. Our retail stores allow the individual to select, without reservation, the product that he feels will best do the job. Also, the fact that we price each item in the store enhances the customer's opportunity to shop at the lowest possible cost."

In the short time the stores have been operating many customers have switched from items normally stocked by GSA to new products, Mr. Abersfeller disclosed. "This was both because the new items were frequently less costly and because they were often more efficient in operation," he said.

Mr. Abersfeller said that since its inception, the costs of running the Lafayette store have decreased considerably. Direct savings in personnel have been made. "In place of a stockroom with six employees, we have been able to set up a store operated by two. We have a direct saving in such instances of four people. This, in itself, amounts to $16,000-$20,000 a year."

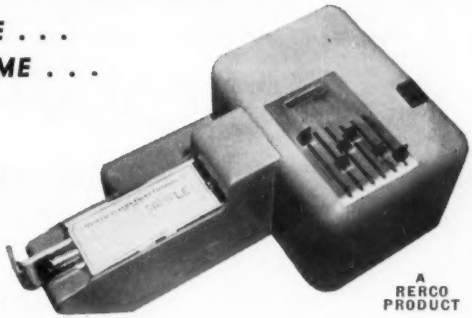
Now . . . **ANYONE . . .**
ANYWHERE . . . ANY TIME . . .

Can Prepare Punched Card Records As Data Originates!

Cards and carbon interleaved sets of up to six parts are

Punched and Printed in One Operation

Can be read by both humans and machines!



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The PUNCHWRITER is operated by any personnel, along with their regular duties, to produce punched and printed payroll checks, bank money orders, time cards, branch office checks, inventory control records, etc. Records can be read by everybody concerned and later processed on tabulating machines. Write for literature describing the portable, low-cost Punchwriter which will extend the advantages of punched cards for you, immeasurably.

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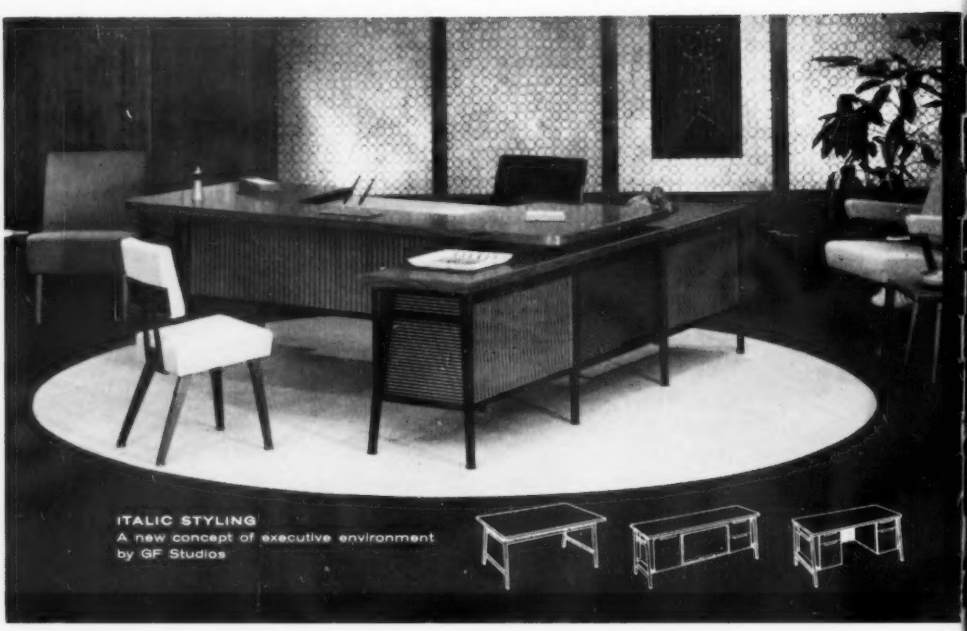
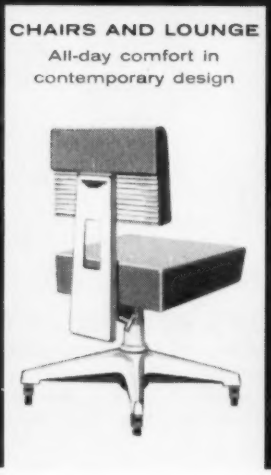


Before you take another step,
walk through this General Fireproofing

SHOWROOM



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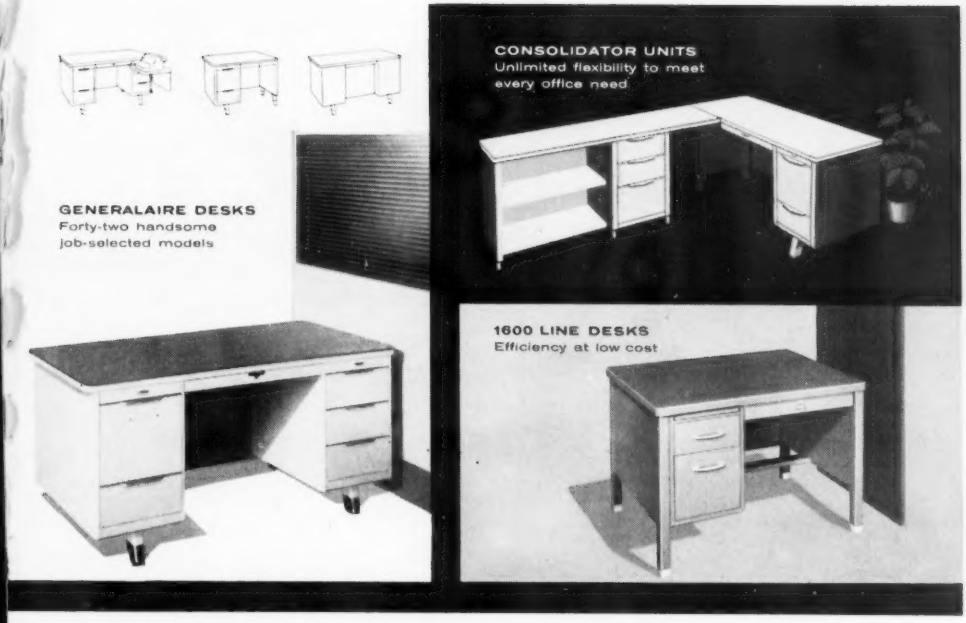

See the latest in office furniture — the world's most complete line, designed by General Fireproofing to trim your operating costs!

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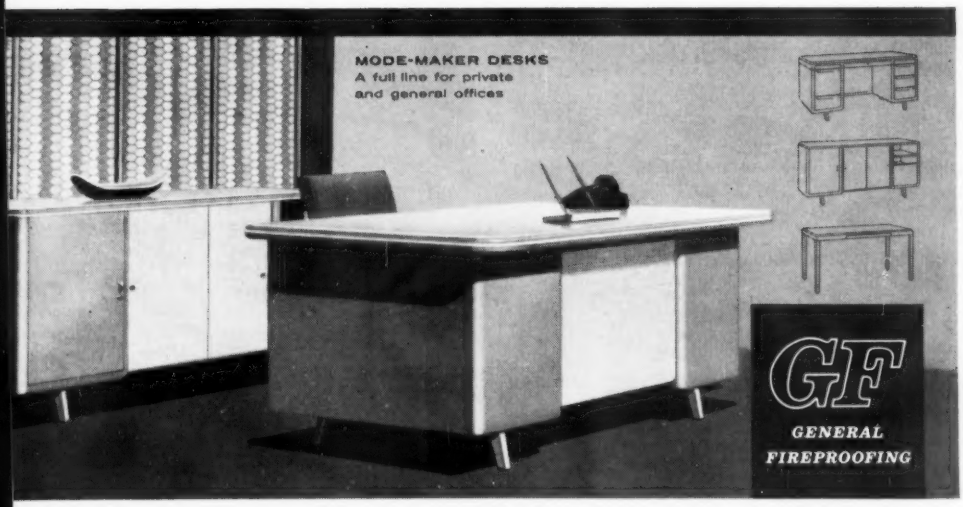

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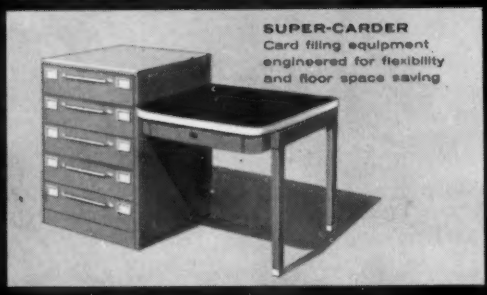
Instant visibility through the power of magnetism

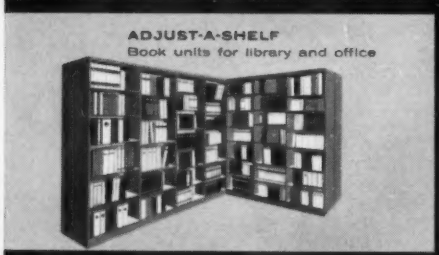


SUPER-CARDER
Card filing equipment engineered for flexibility and floor space saving

More and more businesses, regardless of size, are standardizing on GF metal business furniture and equipment. Here's why: GF's complete line meets the exact requirements of every office job. And GF furniture is not only beautiful and functional but economical as well. Higher-quality construction assures you of lowest lifetime costs.

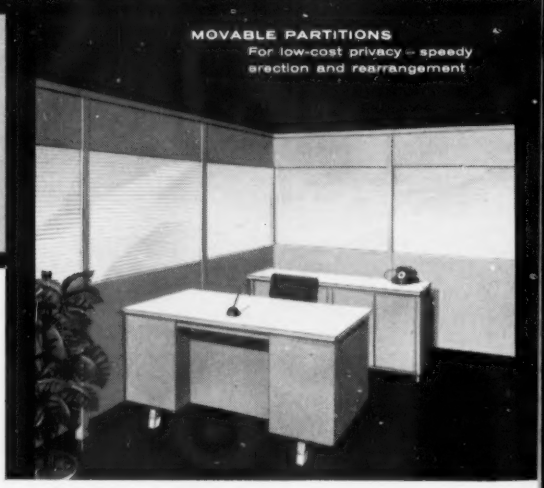
To boost productivity in your offices as much as 25%, call on GF. Only GF offers complete planning, design and decorator services that take into consideration not just space utilization and work-flow, but the many *human* factors that make for efficiency.

An informative booklet, "PLAN TO PROFIT FROM YOUR OFFICE INVESTMENT", is yours for the asking. Just call your GF branch or dealer, or write The General Fireproofing Company, Dept. L-27, Youngstown 1, Ohio.



ADJUST-A-SHELF
Book units for library and office

STEEL SHELVING
For every storage need



MOVABLE PARTITIONS
For low-cost privacy – speedy erection and rearrangement

For More Information Circle No. 228

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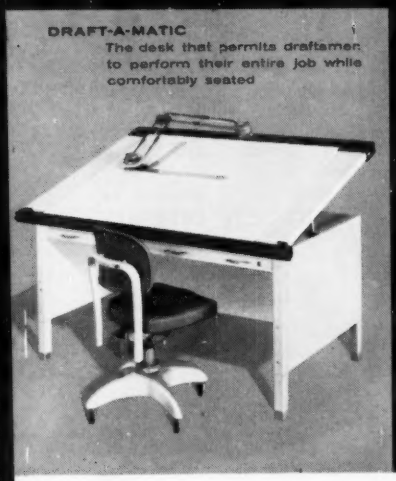

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The Geloso StenOtape lets you relax while dictating, (no hand-mike to cramp your style.) Your secretary transcribes without missing a word . . . your voice is that natural!

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Here's real superiority, and low price! No wonder more people buy Geloso StenOtape after only one demonstration than any other make!

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FULL YEAR GUARANTEE

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Company .....

Address .....

City .....Zone .....State .....

GELOSO STENOTAPE

For More Information Circle No. 389

Improving Interoffice Communications

OF THE MANY irritations in our "hurry-up and wait" society, one of the worst ones for business in its daily transactions is its dependence on the telephone. After studying communications facilities in hundreds of offices, plants and institutions, Tele-Norm Corp., New York manufacturer of automatic dial telephone intercommunications systems, has come up with some information on this phase of management operation.

According to Tele-Norm president, Fred Marcus, "The most damaging effect of poor management communications facilities lies in the area of sales. The wide scale advertising and public relations campaign being waged by telephone companies to educate business and the consumer to the advantages of purchasing by telephone, is having its effect. Businesses of all types are today consummating more sales over the telephone than ever before. Many firms are losing more than 20% of potential telephone sales because of inefficient communications facilities."

The key person in rectifying this problem is the office manager. He assigns and establishes telephone use and procedures, and is directly concerned with operational costs. He should be able to recognize the weaknesses or danger signs of an inefficiently operating telephone communications system. These symptoms are:

- Customers complain of difficulty in calling in or confirming orders.

Dustless Sweeping

Dustless sweeping is **improved** with uniformly treated, **disposable** *Masslinn* Cleaning Cloths. When used with a flexible *Masslinn* Sweeping Tool, floor or wall areas are easily cleaned.

Special treatments and laundry problems are eliminated by this **new** system.

The *Masslinn*® cloth is a non-woven fabric that absorbs and retains dust with blotter-like action.

CLOTHS AND TOOLS ARE AVAILABLE IN A CHOICE OF SIZES.

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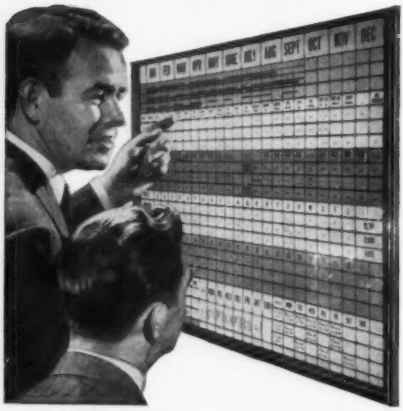

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☆ Gives Graphic Picture—Saves Time, Saves Money, Prevents Errors
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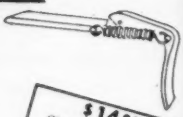
For More Information Circle No. 366

Flexiguide

. . . the small press accessory to
- cut paper waste
- increase efficiency
- allow closer quality control

Paper guide has dual spring mechanism . . . allows operator to add or remove paper during run . . . increases paper load. Fits 1250, 1275, & 2066 Multiliths.



$14.80
Shipped prepaid if check accompanies order. Ten days free trial. Complete satisfaction or money refunded.

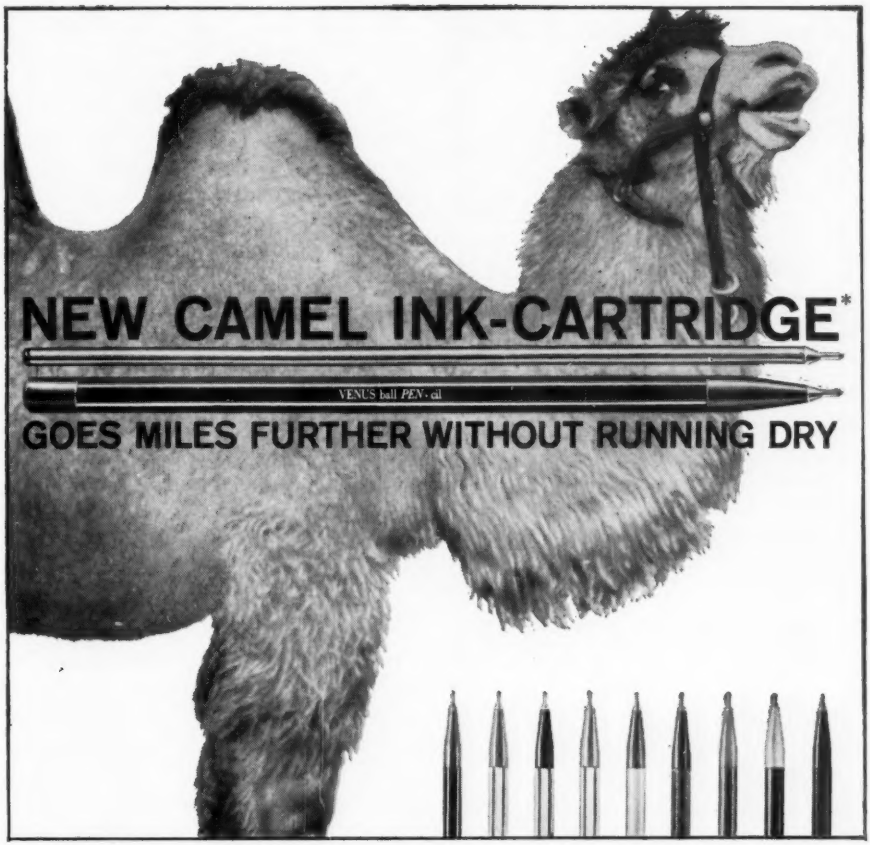
HAMPTON PROCESSES, INC.
Newton • New Jersey

For More Information Circle No. 367

- Outside callers complain of difficulty obtaining information.
- Transferring an incoming call from one phone to another becomes difficult.
- An incoming call is handled by three or four people before connection is made with desired individual.
- Company personnel complain of too many people on the same extension.
- Incoming calls find people away from their desks or work areas.
- Too many call-backs are made on incoming local or long distance calls.
- Too many employees leave their work areas on ten-minute visits to other departments to receive or report one minute's worth of information.
- Telephone bills begin to rise.

Primary source of the symptoms can be traced to a company's switchboard. Although it may be in good operating condition, in most cases it is not used to its best advantage. The most common misuse involves overloading. Surveys have established that 70% of all calls

Wolfgang A. Kittel, Lufthansa German Airline's general manager for North America, presses priority button on his Tele-Norm PAX private telephone to cut-in on an interoffice conversation between two of his key executives whose privacy is maintained because an audible signal tells them a third party is on the line.



Now Venus equips the famous "cross between the pen and pencil"® with the remarkable new Camel ink-cartridge; doubles the ink supply, doubles the writing mileage. Result: the most efficient, economical writing tool that ever went to work in the office.

Another big exclusive: the new cone-shaped point that writes smoother, easier from any angle. Other great ball *PEN*·cil features: the slim wood barrel that's light as a pencil; permanent ink that writes dry; nothing to twist, click or turn. And Venus now offers this great office favorite in 9 models—each designed for a specific writing job. 29¢, 39¢, 49¢, 59¢ each. Less by the dozen. Blue, black, red or green ink. Order from your stationer today.

VENUS ball *PEN*·cil®

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MAIL THIS FREE TRIAL COUPON TODAY O-9

Gentlemen: Please send, for department testing, one sample Venus ball *PEN*·cil, style and ink color indicated.

- ☐ Double Duty (39¢). Camel cartridge. Ink Color_____
- ☐ for Stenographers (49¢). Camel cart. Ink Color_____
- ☐ for Auditors (49¢). Camel cartridge. Ink Color_____
- ☐ Regular (29¢). Ink Color_____
- ☐ Super Fine (39¢). Ink Color_____
- ☐ Reproducing (39¢). Ink Color_____
- ☐ for Checking (49¢). Ink Color_____
- ☐ Laundry Marker (59¢). Black Ink Only.
- ☐ Liquid Velvet (29¢). Erasable Liquid Graphite.

Venus Pen & Pencil Corp., Lewisburg, Tenn.

NAME_____ (please print)

FIRM NAME_____

ADDRESS_____

STATIONER'S NAME_____

For More Information Circle No. 284

Don't break your back digging up buried information!

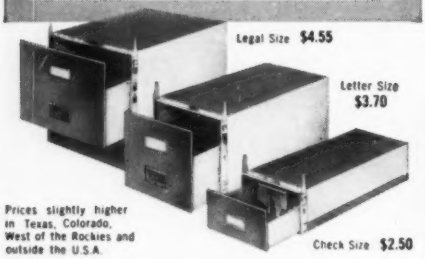
LOCATE YOUR RECORDS EASILY—No more fussing and fuming. With Pronto files your records are as active as your regular files.

BEAUTIFUL APPEARANCE—Finish in attractive olive green to match your regular office files.

STURDY CONSTRUCTION—Built of 275 lb. tested corrugated fibre board . . . reinforced with steel on the shell and the four corners of the drawers as well.

SAVE FLOOR SPACE—Prontos are constructed to interlock into solid units and stack as high as the ceiling.

PRONTO
STORAGE FILES



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For More Information Circle No. 368

are internal interoffice calls and that peak daily telephone hours are between 10 a.m. to noon and 2 to 4 p.m. During this period the company's switchboard operator is deluged with external calls for which she must take internal connections. The consequence is a slowdown of both external and internal communications because of lack of line availability.

There are three ways in which management can seek a solution to this problem: (1) expand the PBX switchboard and hire additional operators; (2) discard the PBX system and install a PABX system; or (3) keep the PBX, use it to service incoming and outgoing calls only, and install an independent automatic intercom system to service all interoffice calls.

In deciding which of the three alternatives to choose, consider these factors:

1. Expanding the PBX switchboard requires rental of more trunk lines, increasing the telephone bill. Hiring more operators adds to payroll costs. There is no guarantee that switchboard traffic won't increase after a period of time and again give rise to the original problem.

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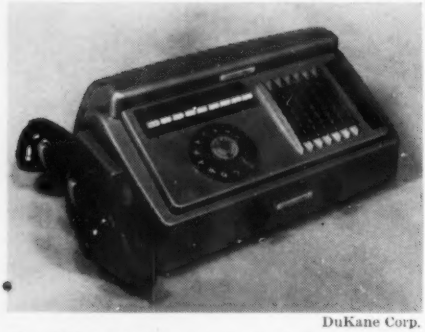


DuKane Corp.

The Dial Flexifone can hold an incoming call while user talks to another department.

2. Installing a PABX or dial 9 system will relieve a great deal of switchboard congestion and may even reduce operating personnel. However, since outside lines are now easily accessible by simply dialing 9, personnel tendencies to make unnecessary outside toll calls are increased and, concomitantly, the company's telephone bill. This is especially important where there are systems equipped for national dialing.

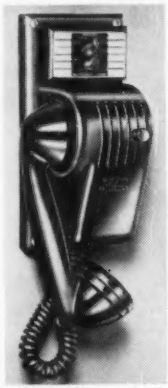
While internal communications will be considerably improved, an incoming call will still have to be held if the desired internal extension is busy. This is the most expensive system to rent and install.

3. Augmenting the PBX system with a private automatic exchange telephone intercom system probably offers the most advantages. It can be purchased outright and is least expensive of the three to install. Telephone bills can be lowered by limiting outside or "city" phones to personnel whose job functions require them. Less outside calls will be made and the number of rented toll trunk lines for the PBX switchboard might possibly be reduced.

PBX switchboard operation becomes more efficient, since the operator is relieved of handling internal traffic and can offer faster service on outside line calls. All interoffice calls are automatically serviced through the independent private automatic exchange intercom system.

An independent dial telephone intercom system allows incoming calls a clear track to the desired party, since the outside phone is not used for internal communications. A customer never has to be sidetracked to a hold line. Orders called in from outside are immediately serviced; internal lines are clear to handle a greater volume of such calls.

After a customer is connected, he may ask for a price check, or for some other information before placing the order. If the called party does not have this information, he will have to call another department. This means that the customer's call must be returned to the switchboard and held, while the called party uses his phone for intercom. If the phone in the other department is busy, the customer will have



Wheeler Electronic Corp.

Stromberg-Carlson Co.

Above: A dial desk intercom telephone.

At left: Another style of selective ringing intercom.

For More Information Circle No. 135→

LAST MONTH

AUGUST

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

1959 SEPTEMBER 1959

S	M	T	W	T	F	S
		1	2	3	4	5
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13	14	15	16	17	18	19
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NEXT MONTH

OCTOBER

S	M	T	W	T	F	S
				1	2	3
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

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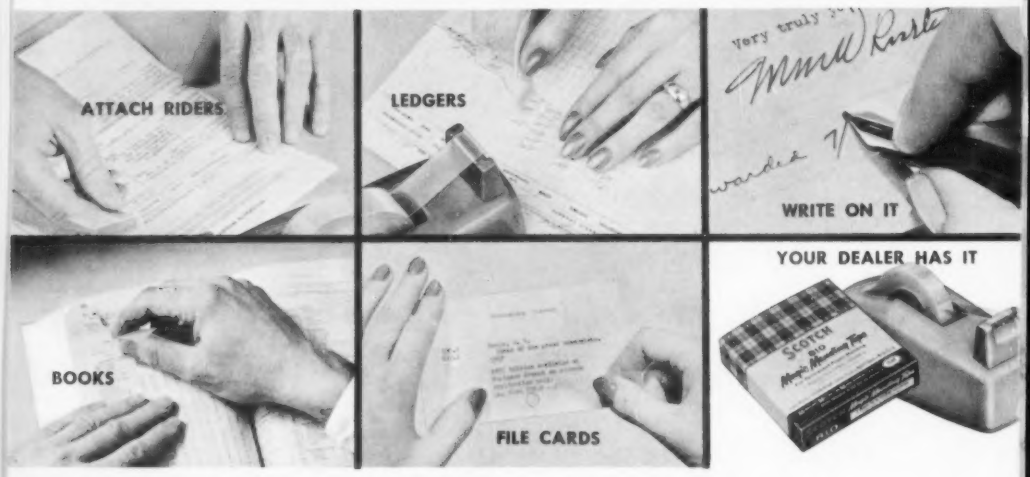

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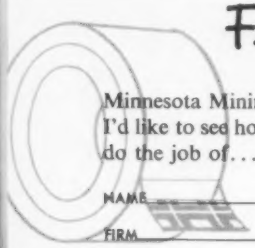

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to be called back, causing an inconvenience to him and adding to the company's telephone bill. The latter can prove particularly expensive if long distance calls are involved.

An independent intercom system solves this problem. While the customer is still on the outside line, the called party uses his private phone to get the necessary information and relay it quickly. The customer can then make an on-the-spot decision about placing the order.

In another situation, during peak traffic hours, a switchboard operator will usually give priority to external calls and block internal calls. Personnel, rather than waiting for a clear line, find it more convenient to walk to another department for information. The private telephone system eliminates this walking and time loss by offering the employee unlimited line availability to any office any time of the day. The company receives fuller value of personnel working time.

Aside from these general benefits, private automatic dial telephone systems are more versatile in intercom applications than "city line" telephones and offer greater advantages in installation, service and maintenance. Each system is all-master. One phone can dial any other in the system.

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NEW Books

THE OFFICE SUPERVISOR, by Henry E. Niles, Mary Cushing Niles & James C. Stephens. John Wiley & Sons, 440 Fourth Ave., New York 16, 310 pp., $5.95.

Points up the great pace of change in business and management and brings up to date the original work on job broadening, subdivision of work, unitization, and office standards. Explains new trends in mechanization and automation. This third edition is revised to give clear understanding of the true nature of supervision and what is required of today's supervisor.

RECORDS RETENTION: A PRACTICAL GUIDE by William Mitchell. Ellsworth Publishing Co., 314 Newcastle Rd., Syracuse 4, N. Y., 48 pp., $5.

A guide for business organizations interested in disposing of old records without running afoul of federal or state laws, this book tells how long to keep different records and how to develop retention schedules. It shows statutes and regulations requiring retention of records and offers concrete recommendations on how to avoid common pitfalls.

PROCEEDINGS OF THE 8TH ANNUAL MEETING, edited by Vernon D. Tate. National Microfilm Assn., Box 386, Annapolis, Md., 298 pp., $7.50.

Reproduces in facsimile the entire 1959 program with complete texts of papers delivered at the meeting. Illustrated.

BUDGETARY CONTROL by T. Bak Jensen. Organization for European Cooperation Publications Office, 1346 Connecticut Ave., N. W., Washington 6, D. C., 65 pp., $1.

Material from a series of conferences and seminars on cost accounting and budgetary control organized by the European Productivity Agency in cooperation with National Productivity Centers, 1954-

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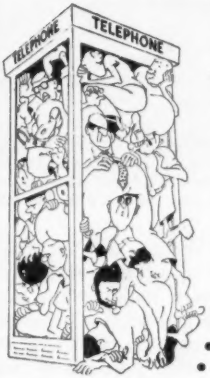

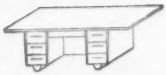

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57. Shows management personnel of small and medium-sized firms how cost accounting and budgetary control can assist them. Puts such inter-related techniques as cost control, sales forecasting, stock control, etc., in proper perspective, and explains how these factors can be used in planning and controlling company operations.

PERSONNEL ADMINISTRATION: EVALUATION AND EXECUTIVE CONTROL by James H. Taylor. McGraw-Hill Book Co., 327 West 41st St., New York 36, 326 pp., $7.

Explains how to set up and maintain the most effective kind of personnel program; how to evaluate major plans and the efficiency of the personnel staff conducting them; how to attract the right kind of talent, and step-by-step procedures for recruiting, training, developing, transferring, and promoting. Modern methods of salary administration, including practical suggestions on employment security, sickness benefit, etc., are presented in detail.

THE MANAGEMENT OF TIME by James T. McCay. Prentice-Hall. 70 Fifth Ave., New York 11, 178 pp., $3.95.

Sets forth a practical method for increasing personal effectiveness in management and overcoming today's increasing time pressures. Goes beyond superficial time-saving techniques to underscore the intimate relationship between time pressures and rate of personal growth.

PROGRAMMING BUSINESS COMPUTERS by Harold Weiss, Tsai-Hwa Lee & Daniel D. McCracken. John Wiley & Sons, 440 Fourth Ave., New York 16, 510 pp., $10.25.

Dealing solely with the application of computers to business problems, this book concentrates on computer techniques for data processing and avoids technicalities. It covers such topics as magnetic tape programing, tape file setup and maintenance, sorting, time estimating, automatic coding, use of buffers, etc.

(Continued on page 289)

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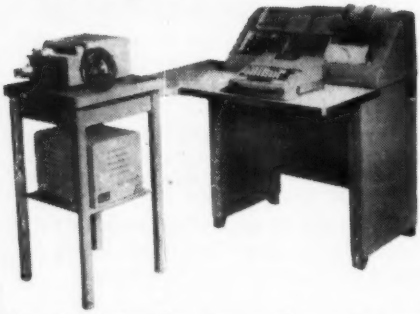

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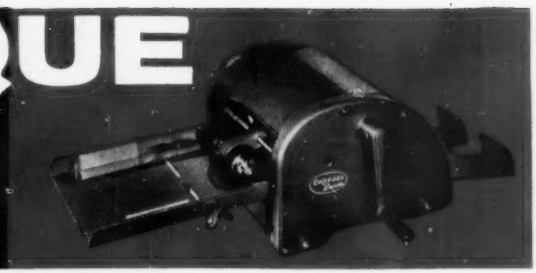

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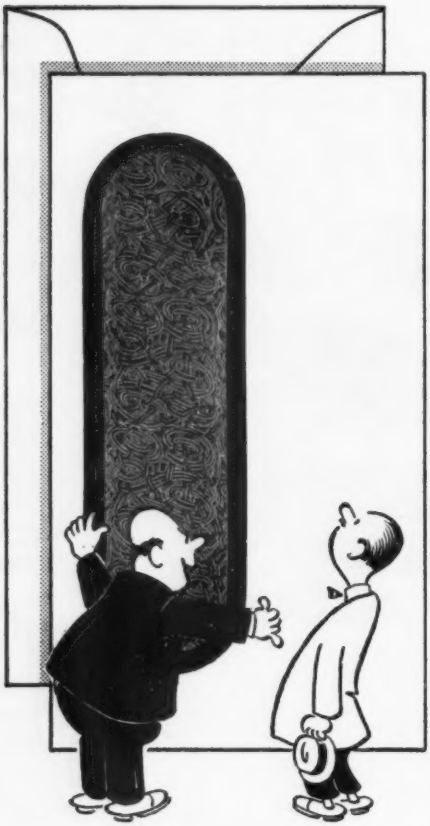

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When carbons are crisp, clean, smudge-free, typing flows fast and effortlessly . . . you save time, temper and money . . . and create better sales impressions. To constantly guarantee satisfactory performance, the makers of America's best-selling carbons rely on Schweitzer's high quality carbonizing papers. Schweitzer papers—proved best by test for absorbency, strength, purity, and uniform texture—assure the perfect marriage of fine paper and fine carbon inks.

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Address inquiries to Elizabeth, N. J.

Mills at: Elizabeth • Jersey City & Spotswood, N. J. • Lee, Mass. • Mt. Holly Springs, Pa.

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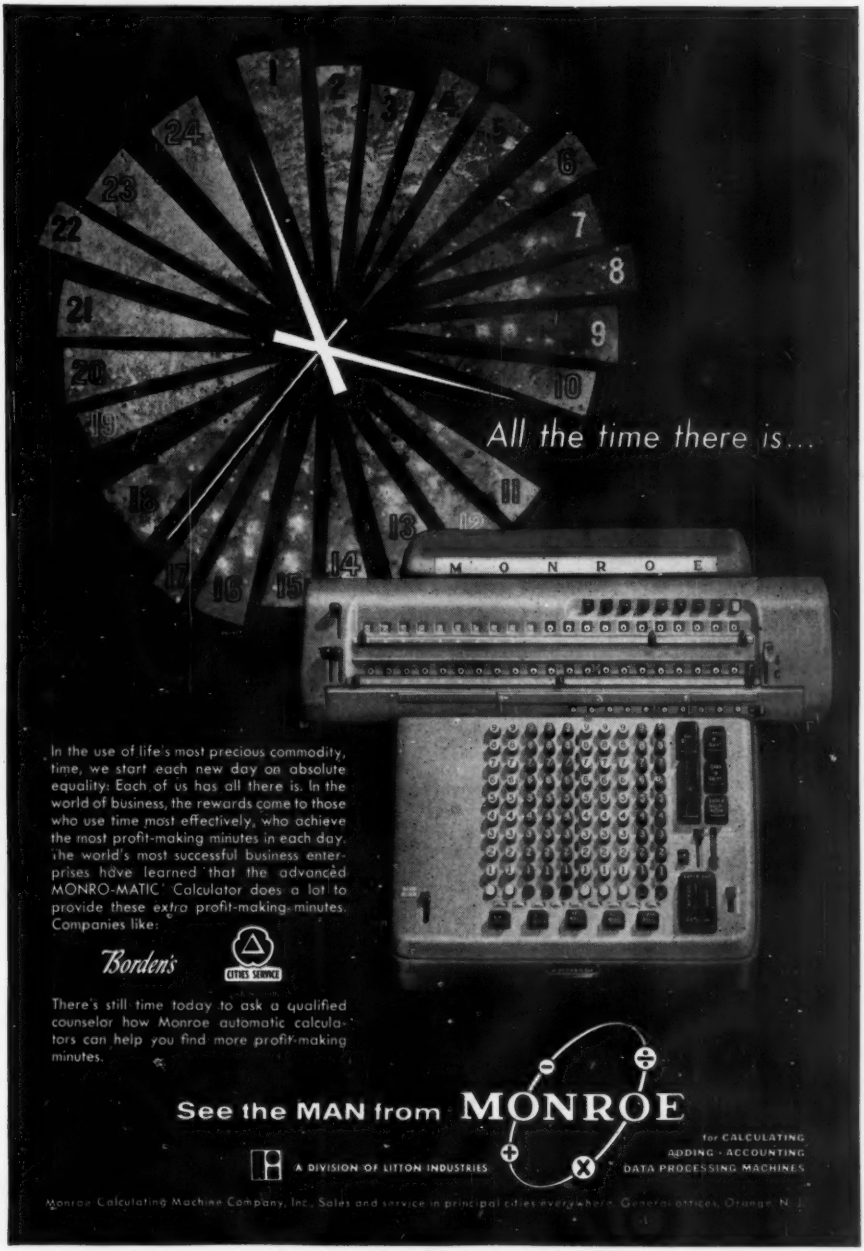

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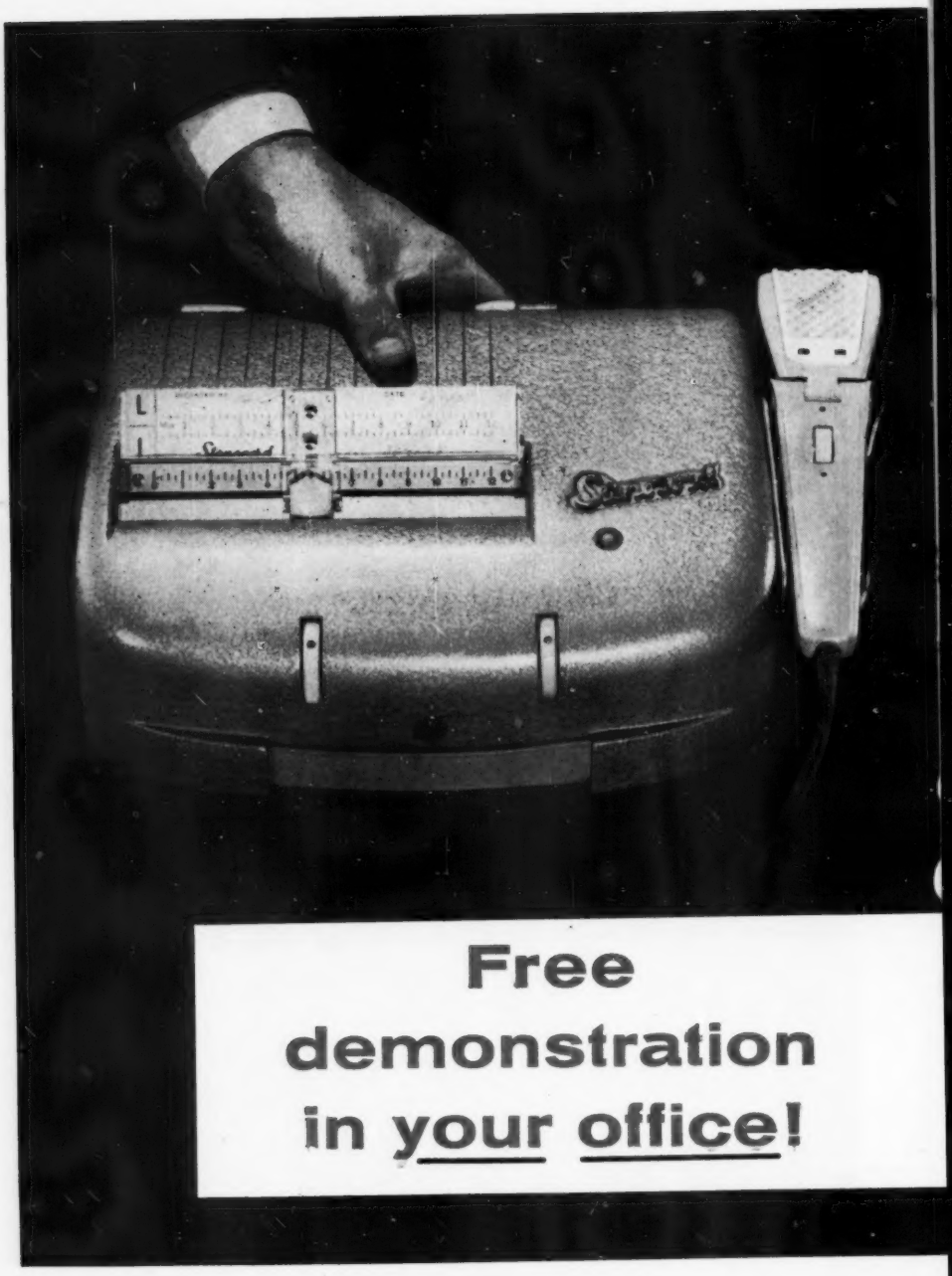
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in your office!

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ONLY $199.50 PLUS TAX

LOWEST PRICED MAGNETIC-BELT DICTATING MACHINE TODAY!

NOT JUST ANOTHER 'TAPE RECORDER'!

- PORTABLE!
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Dear Sirs:

Please phone and arrange for a Stenocord demonstration in my office.
I understand there is no obligation for this free trial.

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For More Information Circle No. 249

Safety Insurance for Your Costly Office Machines with TIFFANY® STANDS

MODEL 5002

GREATEST ALL PURPOSE, completely safe, Stand for costly office machines. Adjustable open top . . . noise-escape hatch. Castings cover retractable casters; anchor firmly on floor.

MODEL 8002

VIBRATION-FREE RIGIDITY. Square, tubular legs. Adjustable, one piece, open top . . . noise-escape hatch.

MODEL 2500-CA *(with casters)*

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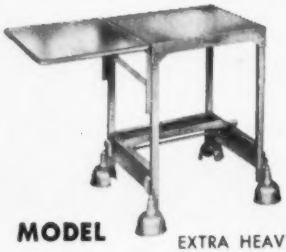
PHOTO COPYING...DUPLICATING MACHINE TABLE. Precisioned construction; heavy steel for insured rigidity. Top size: 30" wide, 18½" deep. Compartments and tray for supplies.



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EXTRA HEAVY STAND for many types heavier, electrically operated, office machines. Square, tubular legs. Solid steel top, undercoated for sound-vibration abatement.

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AUTOMATIC PAPER EJECTION.
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PORTABLE—LIGHT WEIGHT.
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For More Information Circle No. 235

Rose

MAKERS OF THE WORLD FAMOUS
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PROTECTIVE-COATED MASTER UNITS
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Recently there was a news announcement of substantial importance to our customers and prospective customers . . .

Rose Ribbon & Carbon Mfg. Co., Inc., has merged with Bemis Bro. Bag Co., a century-old leader in the flexible packaging industry.

This means much to Rose . . . and to you.

It gives us at Rose the opportunity to draw upon the specialized staff services of a large corporation . . . particularly the strong research and engineering departments.

And it gives you, our customers and prospective customers, assurance of still better products and service.

•

SPECIALIZING IN MASTER UNITS
SPIRIT & HECTOGRAPH CARBON PAPERS

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SUPPLIERS TO DUPLICATING SPECIALISTS EVERYWHERE

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Rose

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HARRISON, NEW JERSEY, U. S. A.
A Subsidiary of Bemis Bro. Bag Co.

For More Information Circle No. 341

for you, who have an eye for

functional beauty

send for REGNA literature NOW!

REGNA is the lowest priced electrically operated full safety keyboard machine in the world.

Everyone who sees the new REGNA admires the wonder of streamlined FUNCTIONAL BEAUTY.

Everyone who tries this sturdy and dependable adding machine becomes a "high speed" operator — fingertips literally float over the moulded keys!

Different capacities; fully automatic safety keyboard; models in light grey or ivory. Also low-priced hand operated models.

In Canada: Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W. Montreal, Que., and Business Equipment Machines, 489-R King St. W. Toronto, Ont.
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It's low priced! It's profitable!
Mail the coupon—Mail it today—
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REGNA

REGNA CASH REGISTERS INC.
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Gentlemen:
Please rush more information on the new Electric Regna Adding Machine and outline advantages of becoming a Regna Dealer.

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Address _____

City _____

Zone _____ State _____

For More Information Circle No. 273

no more messy labeling!

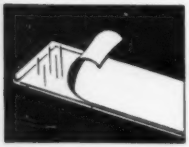
USE OPI Premier STIK-ON LABEL HOLDERS

"will not warp, curl or crack"

CLEAR VINYLITE PLASTIC

SO EASY TO USE

1. SNIP—You can cut to the desired size, easily and quickly.



2. STRIP—Remove backing to expose the activated adhesive.

3. STICK—Apply with finger pressure. It sticks indefinitely to metal—wood—cork—glass—plastic—any clean surface.

4. INSERT—Insert label or card. It's open on three sides for your convenience.

Perforated inserts for easy typing furnished.

Colors Available

AMBER
BLUE
GREEN
YELLOW
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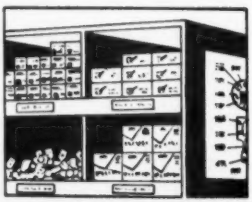
HUNDREDS OF USES

You can enjoy neat, attractive labels anywhere in office, factory, store or home.

- on desk trays
- library shelves
- cabinet drawers
- storage shelves
- display units
- parts bins

AVAILABLE IN 3 SIZES

PS-½—½"x6"
PS-¾—¾"x6"
PS-1 — 1"x6"



For auto dealer parts bins, etc.

Available from your Office Supply Dealer or for information write to

Office Products Inc. 26029 W. 8 Mile Rd. Detroit 40, Michigan

West Coast Distributor: Arch K. Ansty, 171 2nd St., San Francisco 5 • Canadian Distributor: The Luckett Loose Leaf, Limited, Toronto 14, Ontario

Territories available for Dealers and Distributors

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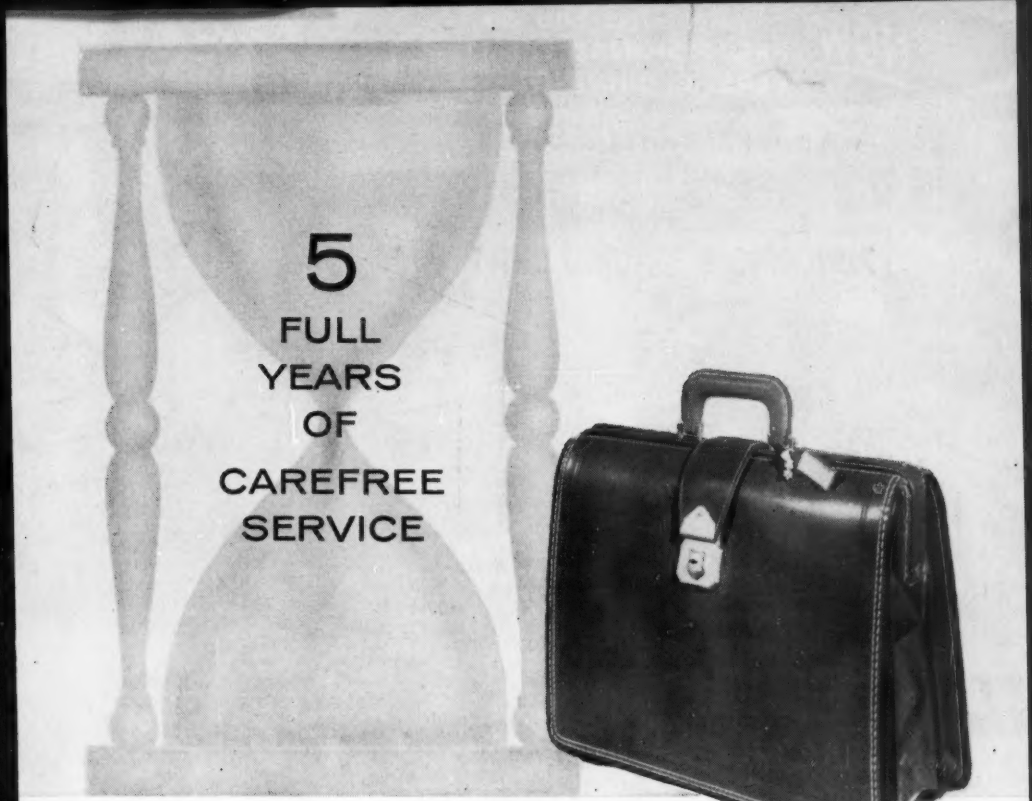

that's true of every Stebco Tufide® case

It's a wonderful feeling to have Stebco's **Unconditional 5 Year Guarantee** behind your TUFIDE Business Case. For the next 1826 days—260 weeks—you can bank on carefree service. (Many TUFIDE cases last 8, 10, 12 years **and more!** Yes, TUFIDE **looks** like leather, **feels** like leather, **outwears** leather 5 to 1!)

And every case has a host of design improvements, many originated by Stebco to assure extra years of service. For instance, Stebco's patented "lifetime" Cushion Handle that will never break or tear loose, no matter what you do!

if it's LEATHER Stebco makes it better

For many people, nothing takes the place of genuine leather for elegance and prestige. Stebco's craftsmen have over 40 years of leather working experience with choicest top grain cowhides.

Look for this famous name at leading Office Supply, Luggage and Department Stores.

For More Information Circle No. 361

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Over 40 years of superior quality and experience

NOW . . . ANYONE can do PROFESSIONAL QUALITY PLASTIC BINDING!

with these **HAND-OPERATED**

PLASTICO

PUNCHING & BINDING UNITS

Model 24 Punching Unit

Precision-punches pages fast and easy with powerful SHEARING ACTION!

Model 24 Binding Unit

Just insert cover and pages . . . pull lever . . it's PLASTICO-BOUND!

SO EASY, SO SMART, SO QUICK!

Two simple operations complete a PLASTICO BINDING *in minutes!* Precision machines guarantee professional results. And these *easy-to-operate* machines cost so little they soon pay for themselves—save you money from then on in. Catalogs, brochures, manuals, financial reports, price lists and many other items are all easily bound for a long life of service.

Exclusive **ARCH DESIGN** for added strength and beauty

A FEW PROFITABLE TERRITORIES OPEN for live-wire distributors.

Punching and Binding Machine sales create continuous repeat-profits on plastic binding elements. Write on your business letterhead for full details.

P.S. We also manufacture power equipment.

For More Information Circle No. 297

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Originators of Plastic Binding in America

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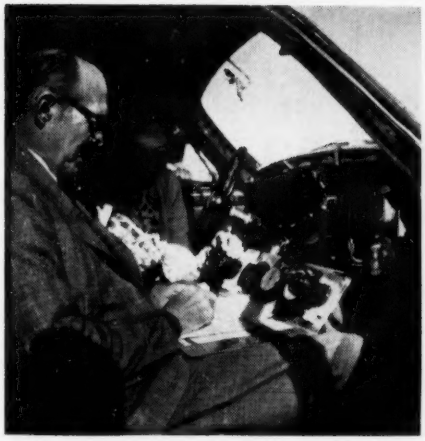


Camera!

Mr. and Mrs. John B. Mull of Haverford, Pa., in their Jaguar which has two Curta calculators on its instrument panel. According to Arthur J. Gervais, chairman of the national rally board of the Sports Car Club of America, Curta calculators are very popular with rally crews and Curta equipped cars have won many major events this year. The Curta is made by Contina, Ltd., Vaduz, Liechtenstein, and distributed here by Curta Co., Chicago.

Tall, hazel-eyed Arlene D. Reid wore a pin-striped suit of charcoal gray flannel to win the first Best Dressed Working Woman award at the 14th annual convention of the National Secretaries Assn. at Miami Beach. Mrs. Reid is secretary to E. Raymond Ur, manager of design services, Aircraft Nuclear Propulsion Dept., General Electric Co., Cincinnati.

Actifilm printing production line in the Santa Monica, Calif. service center of Data-Graphic Systems. Each of these Ozalid Microline printing units turns out from 2000-3000 images a day on Actifilm for concerns such as Convair and Douglas Aircraft, the Signal Corps and the title insurance industry.

This attractive executive office in the new headquarters building of Youngstown Sheet & Tube Co., the nation's sixth largest steel manufacturer, features Italic Styling desks and Goodform chairs made by General Fireproofing Co. and installed by James & Weaver, Youngstown, Ohio.

Ronello B. Lewis (left), general partner in charge of office operations of E. F. Hutton & Co., N. Y. Stock Exchange members, and Ruloff E. Cutten, managing senior partner, view a layout model of Radio Corp. of America's Electronic Data Processing Center, to be inaugurated in New York this fall. Hutton is the first brokerage firm to sign up with the center which will use an RCA 501 computer.

Set for completion by 1962 at a cost of $14 million, England's tallest office building on London's River Thames will be 370-ft. high and have 31 stories. A Y-shaped, eight-story office building will adjoin it. Beyond will be an 11-floor residential building and parking space for some 250 autos.

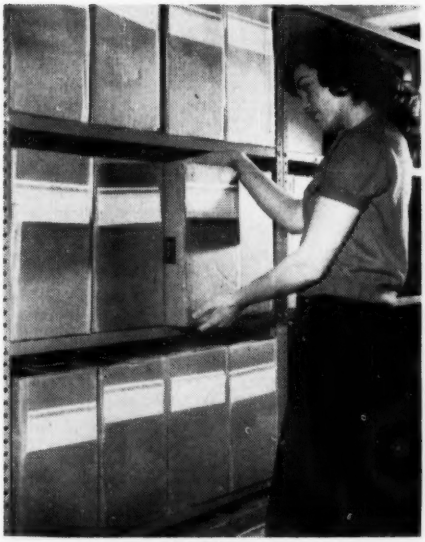
Planning a Punched Card Stockroom

Planning a storage job, Gene Skoriak, specialist for Nor-Wood Co., distributor of Republic Steel storage equipment, checks blueprints of the new tabulating stockroom at Franklin National Bank's Roosevelt Field office, Long Island, N. Y., with William P. Nagle, assistant cashier.

Mr. Skoriak then determines the adequate shelf heights by measuring the boxes of tabulating cards to be stored on the shelves.

Measuring the convenient and comfortable reaching height for Mary Denison, one of the girls in the tabulating department.

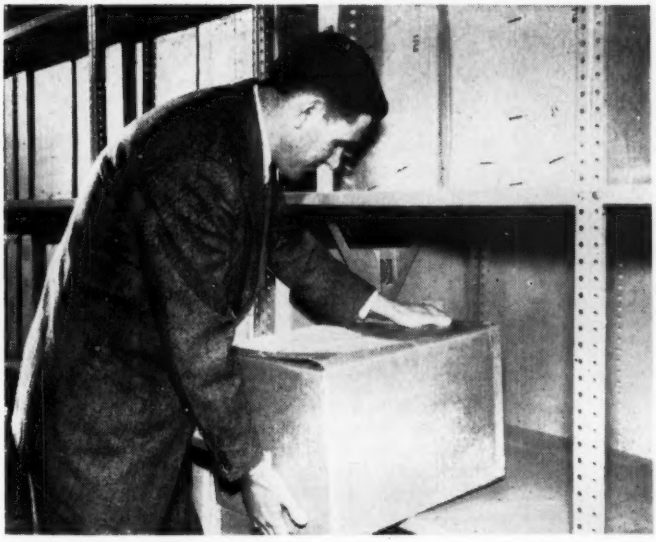
(See page opposite.)



An extra 3″ between shelves permits the clerks to get fingerholds on heavy boxes, making the boxes easier to remove.

Steel cabinets are used for items that are kept under lock. Doris Kelly shows cabinet at the end of a row of shelves.

This large box fits readily on a standard Republic Steel shelf that measures 36″ deep.



Eliminates a Million Postings Annually

Pate Oil Co., Milwaukee, has eliminated a million postings a year with its new system for controlling charge accounts. A Royal McBee Keysort duplicate forms set is imprinted at the service station with customer's charge plate. Customer gets original copy while duplicate goes to office where customer account numbers are marginally notched on the charge tickets (left). Account numbers include a cycle billing date. Tickets are then sorted by cycle and filed.

Royal McBee tabulating punch is used to verify dealer registers of customer charge tickets. Detail and summaries are printed on a tape. Simultaneously amounts are punched in Keysort charge tickets for tabulating billing charges.

Tabulating punch reads dollar value punched in charge tickets, prints detail and summarizes by account. Tape and charge tickets are filed with customer's ledger. Duplicate tape is created for checking purposes. (See page opposite).

Formerly Pate Oil Co. posted individual tickets to the statement. Now only the total is shown. Keysort charge tickets are included with the statement, after microfilming for company records.

Portable file trays hold charge tickets that have been processed by the tabulating punch and are ready for invoicing. Final summary from the billing machine must balance with the cycle control established by the tabulating punch.

Since 1951, Mutual of New York has used Copysettes, made by Port Huron Sulphite & Paper Co., Port Huron, Mich., and finds them cleaner to handle, requiring fewer motions and half as much desk storage space. According to Walter B. Ruhl, MONY planning analyst, one stenographic pool of 14 typists saves six hours a day using Huron Copysettes. This amounts to $5000 a year.

At the Midwest Office Systems Workshop Exhibit in Waukegan, Ill., (l. to r.) A. N. Spence, director, Publications Div., Navy Administrative Office, Washington; Rear Admiral E. P. Forrestel, Commandant, Ninth Naval District; C. C. Heatlie, program chairman, and Capt. N. J. Goldberg, now Rear Admiral Select, Great Lakes Electronic Supply Office.

Why an electric typewriter...

ECONOMY
more typing—less effort

EASE
less tiring for secretaries

DISTINCTION
crisp-looking correspondence

CLARITY
uniform results from all typists

Why the DOCUMENTOR*...

It gives most for your ELECTRIC typing dollar!

Golden-Touch®—light, easy, super-responsive. Only Underwood has it!

"Floating Keyboard"*—eases the strain on arms, back and shoulders. Centers more control on the keyboard.

Print-perfect impression control—insures crisp-looking carbons.

Simple reverse tab—speeds and simplifies typing in columns.

88 Characters–44 Keys—includes useful symbols such as + = ! °.

Snap-out panels in 8 colors. Electric margin & tab set. Two carriage-return bars. Instant shift for caps

...and much more!

There's more control on this "Floating Keyboard" than on any other electric keyboard!

"THE DOCUMENTOR"

Golden-Touch typing ..."like wearing magic gloves!"

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Circle No. 230

The SHARP, NO-STAIN SPIRIT CARBON

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- HIGH SPEED PRINTERS
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and many other

- AUTOMATED MACHINES

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Just as CBP *is best* for straight duplicating!

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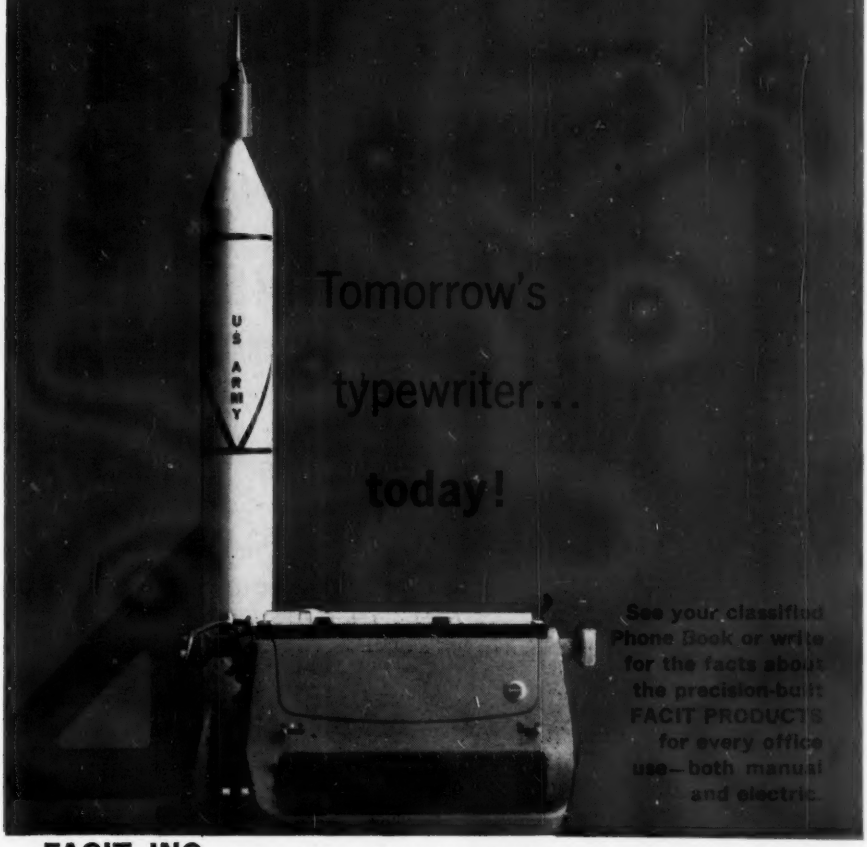
For More Information Circle No. 243

Circle No. 230

NEW FACIT T-1

Never before has a typewriter combined such modern elegance of design and [illegible] operation. It's Facit's new T-1, sister-machine to Facit's world-famous [illegible]. And it brings you these important Facit features: ease of use, speed [illegible], magnificent Swedish steel construction. T-1's touch is "supple" . . . [illegible] quickly and efficiently . . . there are five tabulating systems* for remarkably quicker work . . . and its attractive new color, Viking Grey, adds a decorative look [illegible] office. **Dual Tabulating System—There's an extra Tabulator, easily operated [illegible], with up to 20 fixed preset stops to meet your many routine office tasks.*



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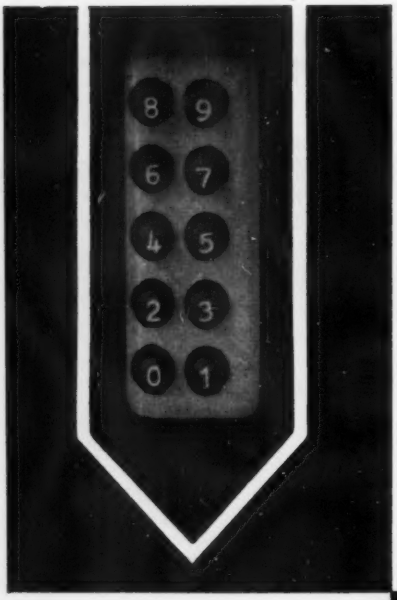

LAGOMARSINO

LAGOMARSINO F.A.I.
VIALE UMBRIA, 36
MILANO - ITALY

- 10 Key electric printing adding machine with automatic push button multiply.

T

1 2 3.4 5 x
1 2.3 2 =
1.5 2 0.9 0 4 0 T

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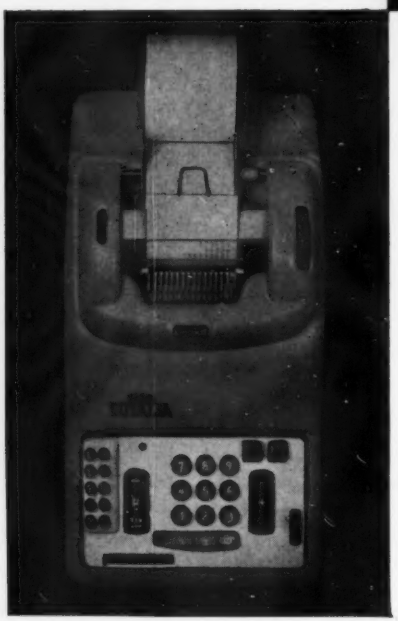

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CHICAGO, Import Office Machine Co., 159 N. Dearborn Str.
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HOUSTON, Adding Machines Distributing Co., 2223 Caroline Str.
DALLAS, Wholesale Office Machines Co., 2000 North Lamar Str.
CANADA distributor: Nauta Bros., 3615 Danforth Avenue, Toronto.

For More Information Circle No. 296

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DISPLAYS

visuals

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NO darkroom

Completely Automatic

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Please send VARI-TYPER Book *H*

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COMPANY.....

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CITY .....ZONE...STATE.....

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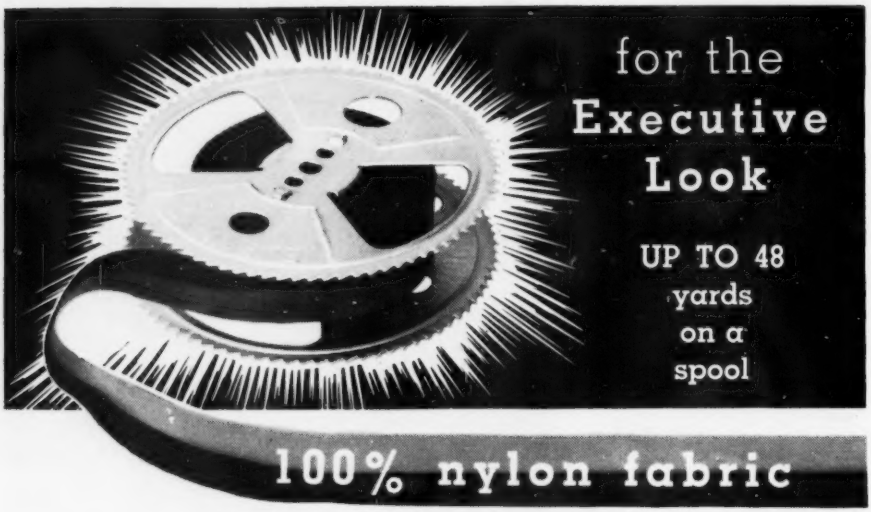

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. . . engineered for electric typewriters . . . sharp, clean . . .
. . . "print-like" work . . . a natural high profit fabric . . .
OK by robot tests.

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SIMPLE AS 1-2-3
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Take Out Or Add Pages,
Then Zip Back On And Lock!

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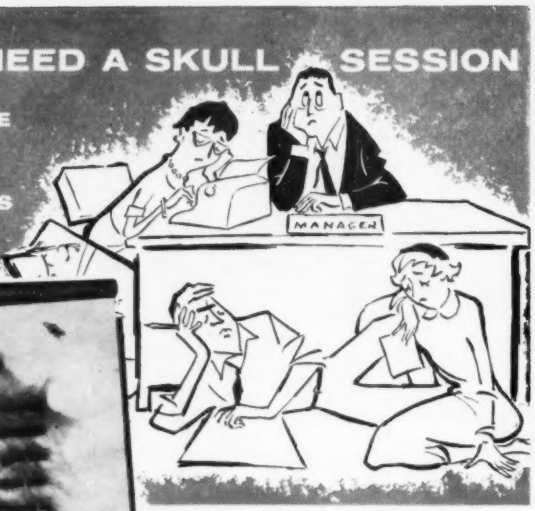
0-7

For More Information Circle No. 398

YOU DON'T NEED A SKULL SESSION

TO ELIMINATE
PURPLE FINGERS,
SMUDGED CLOTHES
AND MESSY COPIES!



Actual, unretouched photograph of regular spirit master alongside Rite-copy 700 and both emersed in running water

New!

RITE-COPY NO. 700 MASTER SPIRIT UNIT IS PROVEN . . .

Best by Split Test

- *Eliminates need for special hand cremes and cleansers*
- *Requires no special fluids or Duplicating paper*
- *Produces copy in vivid blue contrasting color*
- *Finish-copy is smudge proof--water resistant. Perfect for copies exposed to weather, such as outside shipping labels, etc.*
- *No more expensive than regular Spirit Grade A Masters*
- *NOW WITH WATER INSOLUBLE CARBON--Despite moist hands--humid days, your office furniture, typewriters, etc., will no longer suffer from "tattle-tale carbon plague"!*

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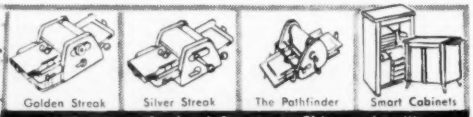

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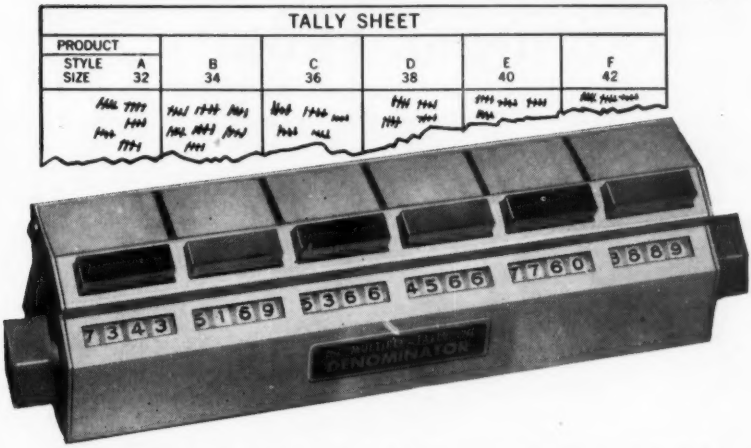

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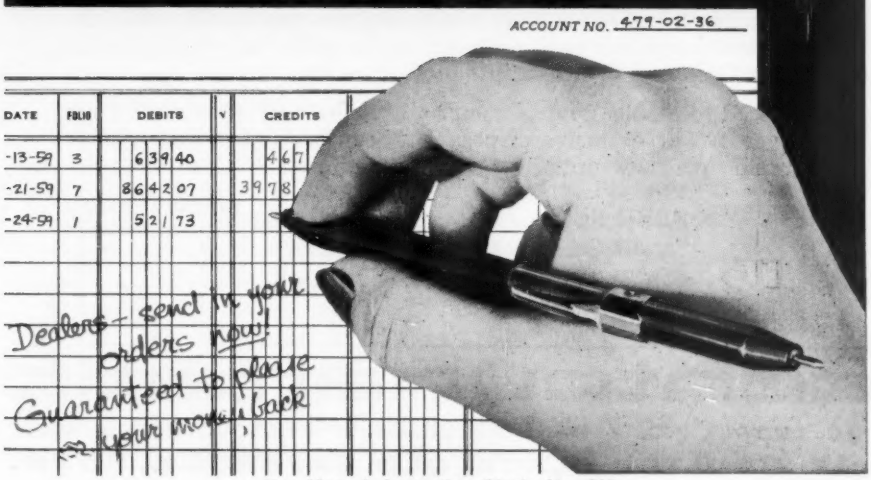

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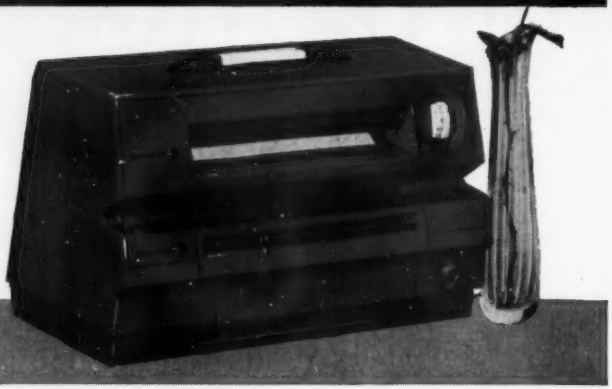

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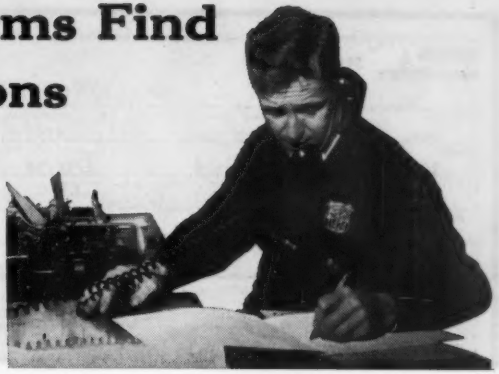
For More Information Circle No. 300

Files and Forms Find Missing Persons



CAPT. JOHN J. CRONIN
Commanding Officer,
Missing Persons Bureau,
New York City Police Dept.

SOME 10,000 PERSONS disappear in New York City every year. Nationally the figure exceeds a quarter of a million. Many return home voluntarily; others are located by the police; a tiny percentage (.5%) are never found. Since its inception in 1917, the Missing Persons Bureau of the New York City Police Department has handled well over half a million missing person cases. We have learned that investigation of this type requires a definite technique. This article will describe a system we have developed that cracks 80% of missing person cases right in the office.

Last year about 20,000 unidentified persons were found on the city's streets and subways and were hospitalized or taken to the morgue. Such persons we classify as "aided cases." The ratio of aided cases to missing persons is about two to one. It is the reconciliation of one against the other that is the essence of our system.

Form D.D. 13 is fundamental to our system. It lists physical, clothing and personal effects descriptions of all reported missing or unidentified persons, as well as all other pertinent data. These data are then checked against our files. We use a cross-index system and file data in three distinct categories: alphabetical, chronological, descriptive.

The alphabetical is kept on 3″ x 5″ cards filed by name, if available, otherwise as "unknown male" or "unknown female." Contrasting colors are used (salmon and green) for the two types of cases, missing and aided. Two copies of the D.D. 13 form are made. One of these is for the chronological file, according to the time missing; the other for the descriptive file, subdivided according to sex, then age. The contrasting colors facilitate searches. When an aided case is first reported it is unnecessary to make a missing person index card; similarly, when a person is listed as missing and later reported as an aided case, the file shows he is missing and there is no need to make an aided person index card.

The chronological file is often invaluable in establishing the time element in cases involving mutilated or decomposed bodies. No matter how closely the cadaver's description appears to tally with that of a missing person, it can be eliminated if medical evidence

MISSING X
UNIDENTIFIED **PERSON REPORT**

D.D. 13 (Rev. 12-58)

(DO NOT FOLD THIS REPORT)

SURNAME	FIRST NAME AND INITIALS	6. DATE AND TIME REPORTED	A.M.	19. PRECINCT	22. U F M No.
Roe,	Richard	1/15/59	11.00	21	300
ADDRESS		13. DATE AND TIME LAST SEEN		27. PCT POST	30. C.C.D. No.
2000 Madison Ave. Aprt. 9		1/14/59	5.00 P.M.	6	3000

NATIVITY	SEX	COLOR	AGE	PROBABLE DESTINATION	36. P.D. CODE	DET BORO. HQ.
U.S.	M	W	45	Unknown	041	Man.

CAUSE OF ABSENCE	LAST SEEN AT	SQD. CASE No.	M.P. BUR. No.
Unknown	Residence	200	400

DATE OF THIS REPORT:

PHYSICAL (NOTE PECULIARITIES)

HEIGHT FT. 5 IN. 9
WEIGHT 170
BUILD Medium
COMPLEXION Medium
HAIR Dark Brown
EYES Blue
GLASSES, TYPE None
MUSTACHE-BEARD None
TEETH Gold inlay 2-3-upper right 8-U.R. Missing 3-L.L. Missing
SCARS 1935 appendectomy
DEFORMITIES None
TATTOO MARKS None
CONDITION
PHYSICAL Good MENTAL Good

CLOTHING—GIVE COLOR, FABRIC, STYLE, LABEL, WHERE POSSIBLE — STRIKE OUT IRRELEVANT WORDS

HEADGEAR None
OVER OR TOP COAT Blue s.b. Wanamaker Label.
SUIT Blue cheviot, 3 button "Bond"
JACKET OR SWEATER None
TROUSERS OR SKIRT See suit above
SHIRT OR BLOUSE White size 15½
VEST none
TIE OR FUR PIECE Blue and white
SCARF none
HOSE Unknown
GLOVES none
SHOES Low black - make unknown
HANDBAG X
LUGGAGE None
JEWELRY WORN Yellow gold pinkie ring onyx oblong- initals ".R.R."
MONEY CARRIED About $5.00
CHARACTERISTICS, HABITS, MANNERISMS Chain smoker - depressed of late over loss of position.

MISCELLANEOUS INFORMATION

OCCUPATION Accountant - unemployed.
EVER FINGERPRINTED? WHERE AND WHEN? U.S. Army, W.W. 2 Army Serial: 123456
LAUNDRY MARKS P 138 (shirt)
DRY CLEANER MARKS unknown
PHOTO RECEIVED No
PREVIOUSLY MISSING? no
PUBLICITY DESIRED? No
SOCIAL SECURITY NO. 000-00-000

PRELIMINARY INVESTIGATION

DESK OFFICER Lt. Black
C. B. OPR. Ptl. Brown
I. U. Ptl. Small
OTHERS None
NOTIFICATION TO MISSING PERSONS BUR. BY Det. Carey
RECEIVED AT MISSING PERSONS BUREAU BY Det. Long
ASSIGNED Det. Little SQUAD 21
ASSIGNED Det. Short M. P. BUR.

REPORTED BY	ADDRESS	TELEPHONE NO.	RELATIONSHIP
Mary Roe	200 Madison Ave. Apt. 9.	Pyr. 1-1234	Wife

REMARKS

Depressed; complained of head pains; depressed over finances and unemployment. Circumstances suggest suicide. Not a heavy drinker.

Signature of Assigned Detective. Det. #032 — Lt. Commanding Officer.

Basic tool of the MPB is this D.D. 13 form that lists physical, clothing and personal effects descriptions of reported missing persons. Note the notation under "remarks" that suggests subject might have taken his own life. Careful scrutiny of reports of unidentified bodies did, in fact, crack this case.

D.D. 5 (Rev. 6-56)

SUPPLEMENTARY COMPLAINT REPORT (DO NOT FOLD THIS REPORT)

Complainant's Surname: Roe	First Name: Mary	6. Date and Time Reported on Form U.F. 61: Jan. 15, 1959 11 A.M. ~~P.M.~~	19. Precinct: 21
Complainant's Address: 2000 Madison Ave. Apt. 9		Date and Time of Occurrence: Jan. 15, 1959 5 ~~A.M.~~ P.M.	22. U.F. 61 No.: 300
		Crime or Offense Reported: Missing Person Male	27. Pct. Post: 6
		Crime or Offense Changed to: x	30. C.C.D. No.: 3000
		Investigating Officer's Signature: Thomas Short	36. P.D. Code: 041
		Investigating Officer's Name (Typed)	39. Amt. Code Larceny Only
		Rank: Det. Shield No.: 456 Command: MPB	41. (For S & R Bur. Use only)
		Signature of C.O. of Investigating Officer	43. Pct. of Arrest
		Rank: Lt. Name: Command: MPB	45. Arrest Nos.
			Det. Sqd. Ser.: 200
			Status of Case: Active

FOLLOWING QUESTIONS PERTAIN TO THIS COMPLAINT REPORT	Answer Yes	Answer No
Was this complaint previously cleared by an arrest?		
If yes, is this an additional arrest?		
Were identified persons wanted previously reported?		
Was any stolen property previously reported?		
Was this stolen property previously reported?		
Was any property recovered previously reported?		
Was this recovered property previously reported?		
Was complainant advised of action taken?	x	

Report of Investigating Officer: (LIST PROPERTY ON REVERSE SIDE ONLY) Date of This Report: Jan. 20, 1959.

I interviewed complainant at her residence at 11 A.M. this date. She stated her husband had been depressed due to financial worries; had been discharged from his position several months before because of inefficiency. Also that he had complained of severe head pains but would not consult a doctor. A week before the disappearance he had said to a friend, one William Wallace, apartment 7, same building as subject, that he felt like "ending it all." I verified this information with Mr. Wallace.

Questioning of complainant, Mr. Wallace, and a Mr. Harvey Jones, a friend of subject this date failed to elicit any information for any cause of absence. He is not known to be a heavy drinker; had no women friends that any one knew of, but all felt that he had been moody and dreaded the time when his savings would be exhaused. He had a balance of $110.00 in the Woodlawn National Bank, 2000 Webster Avenue at time of disappearance. Mr. Banker, manager thereat informed me there had been no withdrawals since date of disappearance.

I checked the descriptions of all unknown males reported to this Department and find none to coincide with that of the subject. I also filed a Missing Person Notice at the Information Unit's Aided and Arrests files. I transmitted teletype alarm #4567 on Jan. 16, 1959. I also checked descriptions of all unknowns reported via teletype to us by other police departments with negative result. I also inquired at Bellvue Pscyhiatric Hospital (Miss Conroy) and Kings County Hospital (Miss Withers) on Jan. 15th at 10.15 A.M. with negative result.

I advised complainant of action taken and also that a constant daily check would be maintained and will continue to keep her advised. CASE ACTIVE.

ENTER IN SPACES BELOW ONLY THAT INFORMATION NOT REPORTED PREVIOUSLY ON EITHER U.F. 61 OR D.D. 5

NUMBER OF ARRESTS	Male	Female
Adults		
Juveniles		

ARRESTS MADE BY: (Check One) Uniformed Force ☐ Detective Division ☐

If an alarm is transmitted enter the following information:

ALARM NUMBER	TRANSMITTED DATE	TRANSMITTED TIME
4567	Jan. 16/59	8.30 am

Is a Communication Required? Yes ☐ No ☒
If Yes, forward copy of this report to Correspondence Bureau.

50. TYPE OF PROPERTY	52. Value of Property Lost or Stolen	57. Value of Property Recovered
1. Autos Stolen or Recovered Locally		
2. Autos Recovered by Other Auth's.		
3. Autos Recovered F. O. A.		
4. Currency		
5. Jewelry		
6. Furs		
7. Clothing		
8. Firearms		
9. Miscellaneous		

THIS REPORT CONCERNS: (CHECK ONE) Lost Property ☐ Stolen Property ☐

The officer assigned to the case follows up D.D. 13 with a supplementary report on an interview with the missing man's wife that tends to confirm suspicion of suicide. However, interview with one of the man's friends is less productive. Routine action taken on the case is listed below resume of the interviews.

NAME Roe, Richard (Surname) Male-white-45 yrs. (First Name and Initials)

CLASSIFICATION NUMBER	PRECINCT NUMBER	COMPLAINT NUMBER	DATE REPORTED
MPWM 041	21	400	Jan 15 1959

REMARKS Missing since 5 pm Jan 14, 1959
From residence 2000 Madison Ave.
Complainant: Mary Roe, wife, as above.
From Det. Long, 21 Squad.
Det. Williams, MPB assigned.

INDEX OF PERSON WANTED D. D. 8

Alphabetical file on missing persons uses green 3″ x 5″ cards.

proves that death occurred before that person was missing. Also, if word is received that an unidentified person has been in a certain hospital or institution since a day preceding the missing date, the need for further checking is eliminated.

The function of the descriptive file is best outlined by example. An unidentified white male, about 35 years old, 5 ft. 10″, 180 lbs., etc., is found dead or injured. Is he one of our missing persons? The investigator goes to the descriptive file. Under "Male" he extracts all cards in the 25-45 year age group (we allow ten years either way). He then begins comparison of the information contained on the D.D. 13 form with that on the file cards until he finds a missing person whose description checks with that of the unidentified one. In this regard we always try to get at least one distinctive physical or clothing characteristic of the person missing, *i.e.*, a scar, birthmark, clothing label, laundry mark, etc.

This filing system closes the majority of missing person cases right in our office. In cases where leg-work is required, the system provides the investigator with maximum data prior to interviewing the missing person complainant. This saves a great deal of time and money. Experience has taught us that the complainant's story should be accepted with reservation and checked carefully against the data contained in our files. Most missing persons are more refugee than fugitive; they run away from unpleasant situations. We have found that more accurate data often can be obtained from friends and fellow workers of the missing person than from members of the family.

Most adult disappearances are at-

MISSING
UNIDENTIFIED X PERSON REPORT

D.D. 13 (Rev. 12-58)

(DO NOT FOLD THIS REPORT)

SURNAME / FIRST NAME AND INITIALS	6. DATE AND TIME REPORTED	19. PRECINCT	22. U.F.61 No.
UNKNOWN WHITE MALE	May 1, 1959 3.00 P.M.	49	700
ADDRESS	**11. DATE AND TIME**	**27. PCT. POST**	**30. C.C.D. No.**
?	May 1, 1959 3.15 P.M.	6	8000

NATIVITY	SEX	COLOR	AGE	PROPERTY DESTINATION	36. P.D. CODE	DET. BORO. HQ
?	M	W	43-9	Body removed to Jacobi Mortuary	010	Br.

CAUSE OF DEATH	LAST SEEN AT	SQD. CASE No.	M.P. BUR. No.
Washed up on shore from L.I.Sound	Foot Main Ave. L.I.Island Snd.	666	12345

DATE OF THIS REPORT:

PHYSICAL (NOTE PECULIARITIES)	CLOTHING—GIVE COLOR, FABRIC, STYLE, LABEL, WHERE POSSIBLE (STRIKE OUT IRRELEVANT WORDS)		MISCELLANEOUS INFORMATION	
HEIGHT FT. 5 IN. 9	HEADGEAR: None		OCCUPATION OR SCHOOL: X	
WEIGHT: 165-175	OVER OR TOP COAT: None		~~EVER FINGERPRINTED? WHERE AND WHEN?~~ XX ~~Jacobi Mortuary by Det.~~ Evans, M.P. Bureau	
BUILD: Medium	SUIT OR DRESS: None			
COMPLEXION: Medium	JACKET OR SWEATER: None		LAUNDRY MARKS: None	DRY CLEANER MARKS: None
HAIR: Dark Brown	TROUSERS: Dark Blue cheviot		PHOTO RECEIVED: None taken	PREVIOUSLY MISSING? x
EYES: Can't tell	SHIRT OR BLOUSE: None	VEST: None	PUBLICITY DESIRED? X	SOCIAL SECURITY NO. X
GLASSES, TYPE: none	TIE OR FUR PIECE: None	SCARF: None	PRELIMINARY INVESTIGATION	
MUSTACHE-BEARD: none	HOSE: 1 black silk sock	GLOVES: None	DESK OFFICER: Lt. Light 49 Squad	
TEETH: 1-2-3-4-Upper right missing. 8 U.R. 3 L.L.	SHOES: None		C. B. OPR.: Ptl. Smith	
	HANDBAG: None		I. U.: x	
SCARS: Appendectomy	LUGGAGE: None		OTHERS: None	
	JEWELRY WORN: None			
DEFORMITIES: None				
	MONEY CARRIED: 4 $1.00 bills		NOTIFICATION TO MISSING PERSONS BUR. BY: Ptl. Speaker, Bronx C.B.	
TATTOO MARKS: None	CHARACTERISTICS, HABITS, MANNERISMS: x		RECEIVED AT MISSING PERSONS BUREAU BY: Det. Forrest	
			ASSIGNED: Det. Campbell	SQUAD: 49
CONDITION — PHYSICAL: x MENTAL: x			ASSIGNED: Det. Williams	M. P. BUR.

REPORTED BY	ADDRESS	TELEPHONE NO.	RELATIONSHIP
Lt. Light	Desk Officer, 49th Precinct		

REMARKS

Body partially decomposed - in water about four months - no visible marks of violence. Partial fingerprints obtained by Det. Evans, M.P.B. at Mortuary. Also had white undershirts, blue shorts "National" brand. No papers or other identification on person. Autopsy to be performed.

Signature of Assigned Detective: Det. #123

Lt.
Commanding Officer.

The D.D. 13 form is also used when an unidentified person is found and either hospitalized or taken to the morgue. In this case a partially decomposed body is washed up on the shore. Fingerprints and an autopsy may lead to identification and cause of death.

D.D. 5 (Rev. 6-56)

SUPPLEMENTARY COMPLAINT REPORT (DO NOT FOLD THIS REPORT)

Complainant's Surname: Lt. Light	First Name: 49th Pct.	6. Date and Time Reported on Form U.F. 61: May 1, 1959 3.00 P.M. (X)	19. Precinct: 49 / 22. U.F. 61 No: 700
Complainant's Address		Date and Time of Occurrence: May 1, 1959 3.00 A.M. (X)	27. Pct. Post: 6 / 30. C.C.D. No: 8000
		Crime or Offense Reported: Unidentified Body	36. P.D. Code: 010 / 39. Amt. Code Larceny Only: -
		Crime or Offense Changed to: -	41. (For S & R Bur. Use only)
		Investigating Officer's Signature	
		Investigating Officer's Name (Typed): Det. John Williams, M.P.B. (Rank / Shield No. / Command)	42. Pct. of Arrest / 43. Arrest Nos.
		Signature of C.O. of Investigating Officer: Lt. (Rank) MPB (Name / Command)	Det. Sqd. Ser.: 666 / Status of Case: ~~Closed~~

FOLLOWING QUESTIONS PERTAIN TO THIS COMPLAINT REPORT	Answer Yes	Answer No
Was this complaint previously cleared by an arrest?		
If yes, is this an additional arrest?		
Were identified persons wanted previously reported?	X	
Was any stolen property previously reported?		
Was the stolen property previously reported?		
Was any property recovered previously reported?		
Was this recovered property previously reported?		
Was complainant advised of action taken?		

Report of Investigating Officer: (LIST PROPERTY ON REVERSE SIDE ONLY) Date of This Report: May 12, 1959.

Upon receipt of this case I called Det. Evans of this command on duty at Jacobi Morgue to verify description given. Det. Evans stated that missing teeth described in original report were only extracted or fallen out recently, due to decomposition; that tooth cavities were still there.

I checked the physical description with the Physical Description File of the Missing Persons Bureau and found it tallied closely with that of case 400, Richard Roe, missing since May 1st last. I notified Det. Evans at Jacobi Morgue who endeavored to obtain fingerprints from body but due to state of decomposition was unable to obtain full set, only those of right ring finger and left index finger were completely readable. I sent these prints to the Federal Bureau of Investigation at Washington, D.C. and requested ehck against army prints of Richard Roe, Army Serial No. 123456, under date of May 2nd last.

On May 6th a telegram was received at this command from the FBI at Washington Stating the prints of the deceased were identical with those of Richard Roe, Army Serial No. 123456. I notified the complainant in this case of this result; also Det. Short, assigned to the Missing Person Case. The body was claimed by the complainant on May 6th. Autopsy had been performed by Asst. Medical Examiner, Dr. Koch who stated cause of death was asphyxia by submersion; no indication of crime or violence. Pertinent papers mentioned are attached hereto.(4)

CASE CLOSED: BODY IDENTIFIED: ALARM 4567 CANCELLED.

ENTER IN SPACES BELOW ONLY THAT INFORMATION NOT REPORTED PREVIOUSLY ON EITHER U.F. 61 OR D.D. 5

NUMBER OF ARRESTS	Male	Female
Adults		
Juveniles		

ARRESTS MADE BY: (Check One) Uniformed Force ☐ Detective Division ☐

If an alarm is transmitted enter the following information:

ALARM NUMBER	TRANSMITTED DATE	TRANSMITTED TIME

Is a Communication Required? Yes ☐ No ☒
If Yes, forward copy of this report to Correspondence Bureau.

50. TYPE OF PROPERTY	53. Value of Property Lost or Stolen	57. Value of Property Recovered
1. Autos Stolen or Recovered Locally		
2. Autos Recovered by Other Auth's.		
3. Autos Recovered F. O. A.		
THIS REPORT CONCERNS: (CHECK ONE) Lost Property ☐ Stolen Property ☐ — 4. Currency		
5. Jewelry		
6. Furs		
7. Clothing		
8. Firearms		
9. Miscellaneous		

Cross checking this report with that of persons reported missing suggests this body and Richard Roe may be the same. Despite the condition of cadaver, investigation officer managed to get a partial set of fingerprints, of which two are completely readable. This was enough for the FBI to identify the missing man. Medical examiner's report shows Roe drowned and subsequent investigation proved it was suicide.

Unknown white Male 43 to 49 yrs. May 1, 1959.
Case 12345.

3.00 P.M. May 1, 1959 found foot of Main St.
49th Pct. waters of Long Island Sound.

43-49-5-9-165-175 lbs. Eyes none, white;
appendectomy or similar scar; dark blue wool
trousers, white undershirt blue shorts, brand
"National". In water about four months.
Partly decomposed.
From Det. Forrest 49th Squad to
Det. Williams, M.P.B. (assigned)

Aided person cases are filed on salmon 3" x 5" cards.

tributable to domestic or financial difficulties, a few to alcoholism or psychopathy. Accident, death, suicide, and illness account for about 15%. Homicide occurs about once in every 3000 cases and is often made to look like voluntary absence.

It is the exceptional case that presents the real difficulty. Some missing persons simply walk off without leaving any evidence of voluntary absence. Subsequent hospital, morgue and arrest checks show nothing. We therefore have the possibility of voluntary absence, suicide, homicide, kidnaping or accidental death.

In such cases, knowing whether or not fingerprints are available is of great value. Scores of cases have been solved by the simple expedient of providing the FBI with a set of prints or filing a Missing Person Notice on prints already on file. Many unexplained disappearances or simulated suicides have been cleared up by this procedure. Some 6000 sets of fingerprints of unknown and unclaimed deceased persons are submitted by this department to the FBI annually, and about 65% are identified. Almost half of these deceased could be placed in the missing person category.

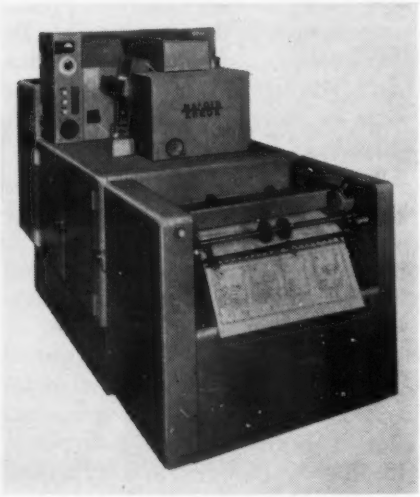
Where adults are concerned, we occasionally run into the problem of invasion of privacy. Instances when the whereabouts of a missing person was revealed without his permission have resulted in civil actions, family quarrels and other difficulties. Therefore, in regard to the right for privacy of the individual, we apply the procedure adopted by many insurance companies, where the beneficiary claims death benefits after having the absentee declared legally dead and the company proceeds

(Continued on page 264)

MICROFILM:

THOMAS WILDS, Records Analyst,
Union Carbide Corp., New York

MICROFILMING is a method of copying records in miniature on film. The images are exact replicas of the original records, but are too small to be read without magnification on a reader. Microfilm lasts as long as the best bond paper, can be copied many times on new film or photographic paper, occupies as little as 2% of the space filled by the records, and has other well known advantages.



Haloid Xerox Inc.

Copyflo printer reproduces roll or card mounted microfilm up to 24" wide.

Like any office tool, microfilm should be used after thorough study. First, there must be a suitable application. Second, consider the necessary equipment. Third, consider its techniques and limitations. Fourth, make a microfilm cost estimate. Fifth, establish a procedure for exposing and inspecting the microfilm.

Applications of microfilm may be divided into four types: (1) security; (2) procedural; (3) storage space economy; (4) reference convenience.

A valuable record, which is irreplaceable if lost, may be microfilmed to provide a security copy which must be stored in a different location from the original record. If the original is lost in a disaster, the security copy will be safe.

Microfilming may be used as one of a chain of procedure links. For example, a card file arranged alphabetically may be microfilmed and then arranged numerically. The microfilm preserves the alphabetical arrangement for future reference.

How and When To Use It

Sometimes it is more convenient to use microfilm than original records. For example, engineering drawings are easier to transmit and search when on microfilm. (Microfilms of engineering drawings may also serve security, procedural and storage economy applications.) Most records, however, are easier to read in their original form.

There is a wide variety of microfilm cameras, film, readers, and other equipment. When you decide to microfilm, your first problem is to select the equipment best suited to your records.

You may purchase a microfilm camera from $200 to $8000, or you can rent one by the month for an equally wide range of prices. Microfilm cameras are either flat-bed or continuous.

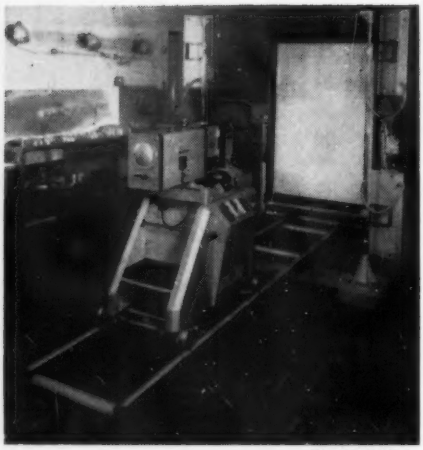
A flat-bed camera is mounted over a flat board. Records are spread out on the board and photographed. Flat-bed cameras are accurate and, being adjustable, will copy any record, but operate more slowly and at higher costs than continuous types. They are used for large sheets such as engineering drawings and for books.

A continuous camera is mounted inside a housing which contains a revolving drum or moving belts. Records are inserted sheet by sheet through a throat in the housing. The drum or belts continuously move the sheets past a narrow slot, through which they are photographed, the film moving in the camera as the records pass the slot. Continuous cameras operate more quickly and cheaply than flat-bed types, are less accurate or adjustable. They are used for bank checks and other unbound records up to legal size.

Recordak Corp.

Completely portable Recordak Microfilmer has 100-ft. film capacity.

Microfilm is normally made in strips



Photostat Corp.

The Statfile Recorder photographs engineering drawings on 70mm. film.

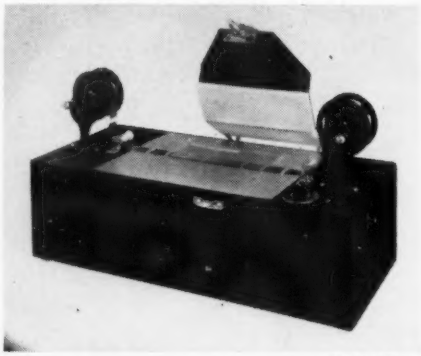
(16 mm, 35 mm, or wider) in 100 ft. rolls. The film must be safety-type and panchromatic. One microfilm roll, including developing, costs about $3.50 for 16 mm and $7 for 35 mm. The number of rolls needed depends on the number of images that fit on one roll, and this varies from 300 to 12,000 or more, depending on the technique used. One roll of exposed microfilm may be easily copied on a new roll of positive or diazo film. Because each microfilm manufacturer uses slightly different chemicals, always return exposed film to the company that sold it to insure proper developing.

A record on microfilm is too small to be read by the naked eye. A microfilm reader passes light through the film and projects the image on a screen, magnified so it can be read. Readers cost from $100 to $3000, and may be purchased or rented.

The equipment described above is all that is needed for most microfilming jobs. A wide range of special equipment is available for specialized applications. These include roll microfilm cut into strips and inserted in transparent jackets, or cut into single images and inserted in tabulating card windows. Roll microfilm also can be used to make micro-opaque cards or strips. Elaborate data retrieval systems, based on microfilm, have been devised. Microfilm enlarger-printers, which make readable copies from microfilm images, sell for from $600 to $80,000.

In deciding to microfilm, selecting equipment, and estimating microfilm costs, it is essential to consider the technical factors.

Reduction ratio is the difference in linear size between the record and its microfilm image. For example, a record measuring 24″ x 24″ may be reduced to an image measuring 1″ x 1″—a reduction ratio of 24 to 1. Feasible reduction ratios vary from 8 to 1 to 40 to 1 and higher. The higher the reduction, the smaller the images and the



Kalvar Corp.

The KalvaKard printer selectively prints film frames on cards requiring only heat (no chemicals) for development.

more images per roll. To find the approximate number of images that fit on a roll of film (in a single row) use this formula:

$$\frac{\text{Reduction ratio} \times \text{length of film in inches}}{\text{Feed length of record in inches} + 1} = \text{Images per roll}$$

For example, microfilming records with an 11″ feed length (dimension parallel to film length) at a 24 to 1 reduction results in about 2400 images on each 100 ft roll.

$$\frac{24 \times 1200}{12} = 2400$$

Reduction ratios are easily varied on a flat-bed camera by raising or lowering the camera over the board. Continuous cameras are less flexible, requiring a different lens for each new reduction ratio.

REDUCTION OF LINEAR DIMENSIONS	REDUCTION OF AREA
9 to 1	81 to 1
12 to 1	144 to 1
15 to 1	225 to 1
18 to 1	324 to 1
21 to 1	441 to 1
24 to 1	576 to 1
27 to 1	729 to 1
30 to 1	900 to 1

Cameras and films limit the size of records that can be copied with one exposure. These size limits involve the feeding length, feeding width (dimension of the record at right angles to film length) and thickness of the record. Most flat-bed cameras accept feed lengths as high as 36″ to 44″. In continuous cameras, the feed length is theoretically 100 ft., or, for all practical purposes, limitless. In actual practice, very long records may jam in a continuous camera.

The feeding width of records acceptable to flat-bed and continuous cameras varies with the reduction ratio, as follows:

REDUCTION RATIO	MAXIMUM FEED WIDTH OF RECORDS (INCHES) 16mm	35mm
16 x 1	9⅜	20
20 x 1	11⅞	25½
24 x 1	14⅜	31
28 x 1	16½	35
32 x 1	19	40½
36 x 1	21½	46

In continuous cameras the width of the throat determines maximum feeding width. Most continuous cameras are designed to accept one sheet of paper at a time. Books and pamphlets are microfilmed on flat-bed cameras which adjust to records of variable thickness.

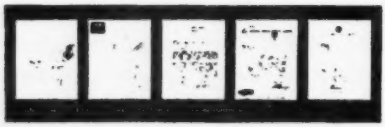
Charles Bruning Co.

The Copytron prints enlargements of card mounted, reel or strip microfilm.

Proper light exposure is essential for legible microfilm images. Images which are underexposed or overexposed so they cannot be read are useless. Flat-bed cameras have lamps which can be adjusted to different intensities between exposures. Records requiring many different intensities (such as handwritten records or those with varying contrasts of line or color) should be filmed on flat-bed cameras with frequent light adjustments. Continuous cameras are either set to one intensity or provided with two to five alternate intensities.

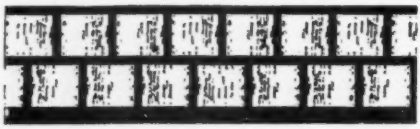
Images may appear on the film:

1. In one row (simplex) from the start of the roll to the end. This is the



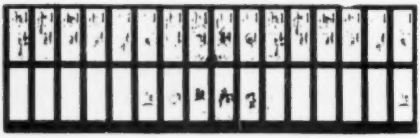
usual technique for both flat-bed and continuous cameras.

2. In two separate rows (duo), two rows of images, one alongside the other.



This technique gets more images on a roll, requires a continuous camera with special fittings, and is limited to high reduction ratios.

3. In twin rows (duplex) with the



front of a record appearing in the first row and the back of the record appearing alongside in the second row. Both front and back are photographed simultaneously in a continuous camera fitted with a mirror.

Some information cannot be reproduced on microfilm; other data will be lost through human or mechanical errors. Panchromatic microfilm copies all colors, but only as varying shades of black or gray. Red figures in accounting reports appear gray on film, and must be circled or otherwise marked to be distinguishable from black figures. Color-coded lines on charts must be clearly identified by words.

Ink colors, paper colors and textures, and contrast between ink and paper all affect a record's suitability for microfilming. An easy record to microfilm is one with clearly printed black letters on opaque white paper. A difficult record to microfilm would be one with blue letters weakly printed on flimsy blue paper. Onionskins and most quick copies, are also hard to microfilm.

In spite of all precautions, in a large microfilming job some images will be illegible or missing because of their poor contrast, through mechanical failures or operators' mistakes. A good inspection system (spot-check or complete, depending on the records) will correct most or all these defects, since imperfect or missing images may be re-microfilmed as "retakes".

The greatest loss of information on microfilm, however, does not result from photographic difficulties or operators' mistakes. It results from microfilming records which are not filed in a meaningful or useful order. If a file is in disorder, its microfilm copy will be in disorder. Microfilm preserves not

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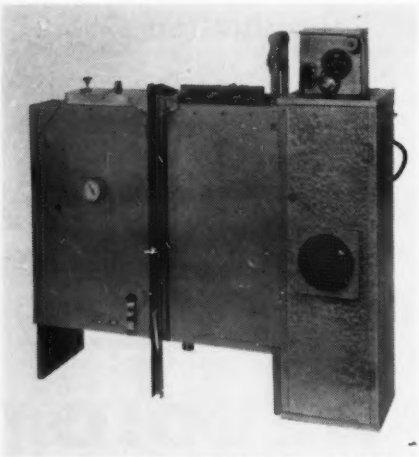
only the records, but all their defects as well. If microfilm is made for frequent reference, it may be necessary to rearrange the records before filming, or devise some special indexing system.

The only way to be absolutely sure you have the right equipment for your records is to make a test roll. Select a typical sample of the records and microfilm them at varying reduction ratios and light exposures. Indicate each reduction ratio and light exposure on slips of paper and film these too. Have the test roll developed and inspect it in a reader to select the best ratio and exposures for your records.

Operating a microfilm camera is a routine task easily learned by any employee. Other labor frequently will be required for preparation work: rearranging disorderly records and removing staples, clips and other paper fasteners. This separation of sheets is necessary only for continuous cameras which accept only one sheet at a time.



Remington Rand Div., Sperry Rand Corp.

Unipro office processor develops 100 ft. of 16, 35 or 70 mm. film in 30 minutes.

The many variables discussed show that there is no ready yardstick for estimating microfilm costs. Costs vary from job to job, and should be separately estimated for each job. If a microfilm service company does the job, make sure you know all the elements in their cost estimate. The estimate will look low if it excludes an element such as preparation costs.

Not counting overhead such as floorspace and electricity, microfilming costs are usually the sum of five elements:

1. *Cameras and Readers,* whether purchased and amortized, or rented, and including service contracts and maintenance, rarely account for more than 15% of total costs; frequently much less. They account for a higher percentage of total costs only when the volume of microfilming is very low.

2. *Film* costs depend on the microfilm techniques used but seldom exceed 25% of total costs.

3. *Records Preparation* cost depends on the condition of the records. Payroll ledger sheets of uniform size, typed on one side, may require no preparation. A large general subject file with bound material, many staples and clips, folded sheets, different sheet sizes, etc., could take a while to prepare. Preparation costs vary 0 to 40% of the total costs.

4. *Camera Operation* is the largest single expense of many microfilming jobs. This cost depends on the number of images the operator can expose per hour. It may be as low as 15 for extra large engineering drawings on a flatbed camera, or as high as 2500 for 3″ x 5″ cards on a continuous camera

New microfilm reader with magazine-loading!

By far the easiest and fastest to use!

Another first from Recordak—the new Lodestar Reader!

This microfilm reader introduces an entirely new concept in reference work. Cuts "look-up" time from minutes to seconds! *And so easy*—just slip the *microfilm magazine* into the reader-slot and the Lodestar turns on automatically. No threading! No adjustments! No waiting!

It's easy to produce films for use in Lodestar! Documents are microfilmed and indexed *simultaneously*, with code lines keyed to scale on Lodestar's screen. Then film is enclosed in specially designed magazine—ready for instant use!

Many types of business will find use for the new Lodestar. Mail coupon for free folder. *"Recordak" is a trademark*

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HAMMERMILL GRAPHICOPY® PAPERS

For More Information Circle No. 294

XYZ COMPANY

LABORATORY NOTEBOOKS

Fig. 1

Fig. 2

ROLL NUMBER

15

with automatic reed.

5. *Inspection, indexing, editing, labeling* boxes and supervisory or technical time may have to be considered in costing a microfilm job.

Each film roll is identified by a separate serial number. The records on the roll are identified by signs, called "targets", which are photographed with the records. These targets have block letters about 1″ high so that the target image can be read without magnification.

The camera operator photographs

DECLARATION OF INTENT AND PURPOSE OF MICROFILMED RECORDS

I, John Doe, employed by XYZ Company, certify that the microfilmed images on this reel were made in the normal course of business by XYZ Company on behalf of itself, its divisions, subsidiaries or affiliates, and that said images portray actual original records of XYZ Company, its divisions, subsidiaries or affiliates, created during its normal course of business.

This microfilm is made for the purpose of serving in lieu of the original records in either of two eventualities:

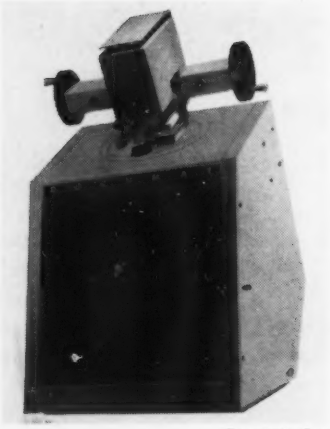
First, if the original records should become accidently lost or damaged from causes beyond the control of this company.

Second, if the company should purposely destroy the original records as part of a planned organizational operating procedure expressed in writing in the form of records retention policies.

It is the policy of this company to inspect all microfilm of its records after the microfilm has been exposed and developed, to insure completeness of coverage.

DATE	LOCATION
August 3, 1959	XYZ Company Research Laboratory
SIGNATURE: John Doe	TITLE: Research Director

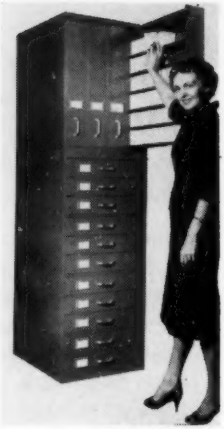
Fig. 3. Declaration of intent form.



Documat, Inc.

At left: A universal reader for 16 and 35mm. film, both unitized and in rolls.

At right: A file designed especially for storing microfilm reels in boxes.



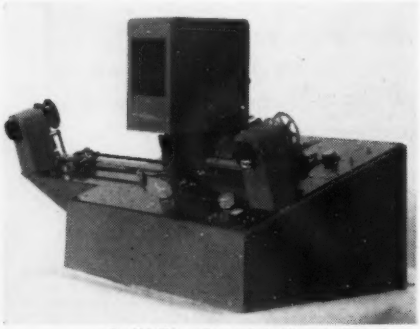
Watson Mfg. Co.

the following at the start of each roll:

1. Target displaying names of company, department and records (Fig. 1.)
2. Target displaying roll number (Fig. 2).
3. Signed declaration of intent and purpose form (Fig. 3).
4. Microfilm roll record form with first two identifying lines filled in and with an entry in the space marked "0" to identify the first record to appear on the film (Fig. 4).

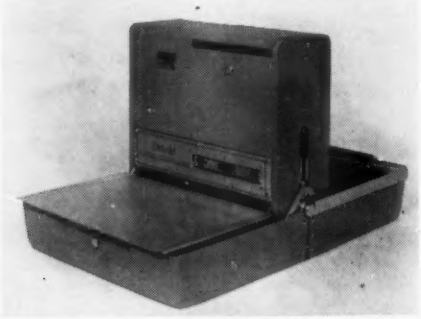
Techniques of camera operation will vary according to the type of camera used. The camera operator will insure that:

1. Each record is microfilmed in proper order.
2. If the voltage seems wrong, or a record jams in the camera or moves, the operator will retake the shot immediately.
3. When operator comes to the end of a natural sequence in the records,



Ozalid Div., General Aniline & Film Corp.

The Microline Actifilm printer unitizes microfilm on cards for filing or making diazo enlargements.



Flofilm Div., Diebold, Inc.

Diebold's 9600 Flofilm microfilm camera can be closed up and carried like an attache case.

For More Information Circle No. 240

MICROFILM ROLL RECORD

PREPARE IN DUPLICATE
1. To Records Center
2. File – Index copy

DIVISION OR DEPARTMENT: XYZ Company Research Laboratory

ROLL NUMBER: 15

NAME OF RECORD: Laboratory Notebooks

CAMERA OPERATOR'S REPORT

	FIRST 100 FEET	SECOND 100 FEET (Duo Only)
0	Book # 171 Pages 52-61 - Retakes	
10	" 227 " 1-81	
20	" 257 " 1-77	
30		
40	" 258 " 1-83	
50		
60	" 278 " 1-99	
70		
80	" 280 " 1-26	
90	" 281 " 1-97	
100	" 282 " 1-25 (continued next roll)	

CAMERA OPERATOR'S CERTIFICATE

I hereby certify that the microphotographs appearing on this roll of film are true copies of the original documents described above.

DATE FILMED: August 4, 1959

SIGNED: Mary Roe.

INSPECTION REPORT

LOCATION OF DEFECT	NATURE OF DEFECT
Book # 258 Pages 14 + 15	Underexposed, Illegible.

DATE INSPECTED: August 18, 1959

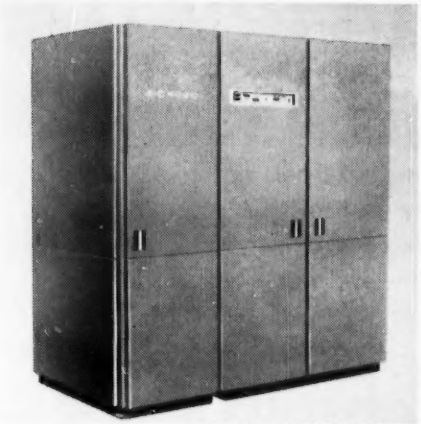
SIGNED: Joseph Brown

Fig. 4. A form for keeping a record of microfilm rolls.

such as the end of the A's in an alphabetical file, or the end of one file and the beginning of another, he will note the break on the microfilm roll record form. This will serve as an index to the contents of the roll.

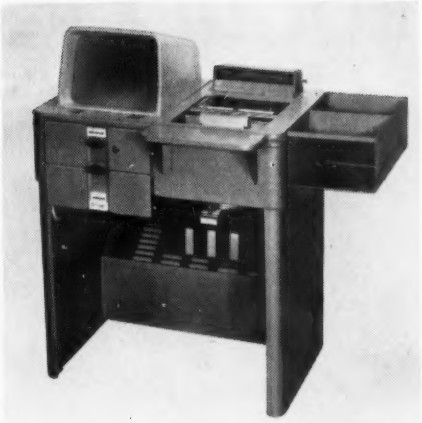
To end the microfilm roll:

1. Identify the last record filmed on



Stromberg-Carlson-San Diego

Capable of printing computer output data on microfilm at the rate of 15,000 characters a second, this electronic printer operates on-line or off-line.



Burroughs Corp.

This model of the Burroughs Micro-Twin recorder-reader unit combines a check endorsing feature for use by banks.

the line marked "100" on the microfilm roll record and complete the camera operator's certificate section. Then photograph this form so that it appears last on the roll.

2. Send the film to the company you bought it from for developing.

When the roll returns from developing, inspect it in a reader to see if any images are illegible or missing. If any defects are discovered, the camera operator will retake the defective images at the start of the next available roll, following the usual procedures, but inserting a target displaying "RETAKES" before the other targets.

Determining When to Microfilm

An office manager wanted to microfilm his inactive subject files which dated back 20 years and filled 100 drawers. His objective was to save floorspace and filing cabinets. The cost of the job was estimated as follows:

CAMERA: Continuous, rented at $75 a month	$300.00
FILM: 16mm, 24 to 1, $\frac{24 \times 1200}{9.5}$ = 3031 images per roll	
300,000 pages ÷ 3031 = 99 rolls @ $3.50	346.50
PREPARATION: 50 days @ $15	750.00
CAMERA OPERATION: 75 days @ $15	1125.00
INSPECTION, RETAKES, ETC.: 20 days @ $15	300.00
	$2821.50

PER IMAGE COST: $2821.50 ÷ 300,000 = $.009

(Continued on page 102)

ROL•DEX features prove ideal for

UNITIZED MICROFILM SYSTEMS

The heart of the Unitized Microfilm System is the master aperture card file that houses active aperture cards, to await requisition. As with so many automated record systems, the basic features of Rol•Dex record handling equipment prove to be the most efficient — the most economical

Rol•Dex record handling equipment can be adapted to almost any active card system. No special size cards are required — equipment is fitted to your volume.

because ROL•DEX features provide

☆ **Quick Access**

Cards are filed in rolling trays that are completely open for fastest reference.

☆ **Capacity**

Rolling carriages can be tiered, one above the other to give greater capacity without reducing all important speed.

☆ **Organized Work Center**

Clerk remains seated — Work Center enables positive control over entire station.

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☐ Unitized Microfilm Systems
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Rol•Dex Division of

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Manufacturing Co., Inc.
Jamestown, New York

For More Information Circle No. 225

WATSON Microfilm Storage Units

☆ *New* UPPER COMPANION UNIT

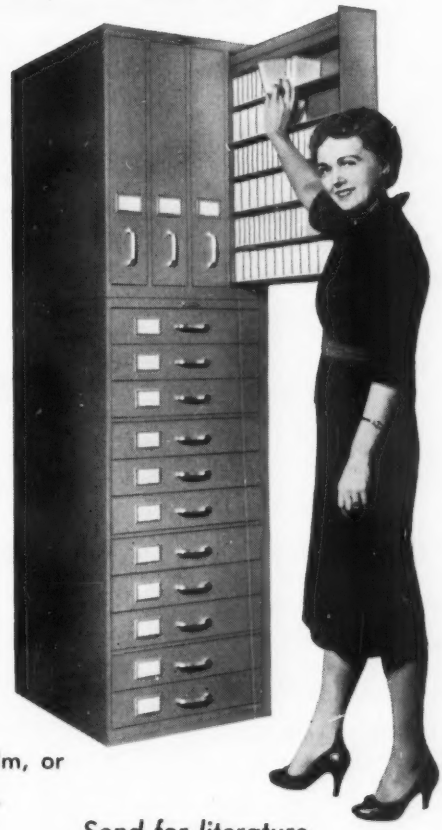
provides 55% more capacity ***without using more floor space!***

May be purchased separately and used on top of present facilities!

— adds more than 500 inches capacity in easy-to-see, easy-to-reach **vertical** drawers.

- **BASE UNIT**
  (#11MF) contains 11 drawers of 5 compartments each, providing 1493½ lineal inches capacity. All drawers extend beyond face of cabinet.

★ • **Used together these two units will hold**
1,934 100′ rolls of 16mm film, or
1,192 100′ rolls of 35mm film.
in 677 sq. inches of floor space.



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Metal Furniture Division, Dept. O-2, Jamestown, N. Y.

Please send literature on your Microfilm storage units and name of nearest WATSON dealer.

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(Company) ..... (Street Address) .....

(City) ..... (State) .....

For More Information Circle No. 256

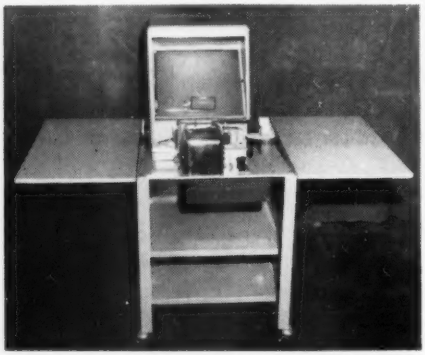
The expenditure of $2821.50 would save 150 sq. ft. of floorspace and 25 filing cabinets. However, the office manager had an established retention policy of ten years for the files. He threw away a quarter of them which were older than ten years and shipped the remainder to an inexpensive records storage center. The office space and filing cabinets were saved, and the records were preserved as long as required without microfilming.

A research laboratory had 300 bound laboratory notebooks containing valuable scientific information. Loss of the notebooks would mean loss of documentary support for patents worth millions of dollars. It was suggested that these vital records be microfilmed and the film stored at a different location. Then, if anything happened to the notebooks, exact duplicates could be reproduced from the microfilm. The cost of the project was estimated as follows:

CAMERA: Flat-bed, rented at $75 a month	$150.00
FILM: 35mm, 16 to 1, $\frac{16 \times 1200}{11} = 1745$ images per roll	
30,000 pages ÷ 1745 = 18 rolls @ 7.00	126.00
PREPARATION: None required	
CAMERA OPERATION: 20 days @ $15	300.00
INSPECTION, RETAKES, etc.: 10 days @ $15	150.00
	$726.00

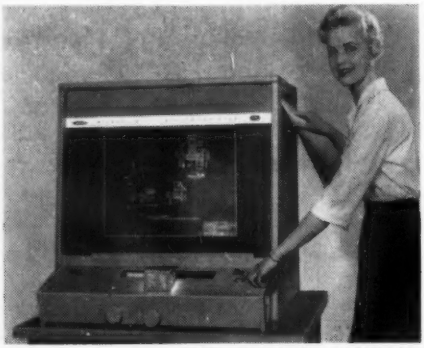
PER IMAGE COST: $726 ÷ 30,000 = $.024

The expenditure of $726 was not considered too much to pay for protecting these important records, and the decision was to microfilm.



Filmsort Co.

This machine mounts unitized microfilm in punched cards. Operator can center film frame within .015″ for automatic reproduction, and verify card-film match.



Minnesota Mining & Mfg. Co.

The Thermo-Fax microfilm reader-printer produces finished prints up to 18″ x 24″ of 35mm. film in aperture cards. Entire operation takes less than 15 seconds.

Remington Rand

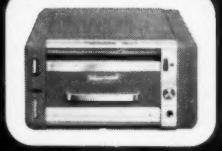
FILM-A-RECORD

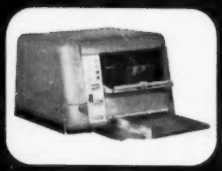
TRADEMARK

microfilming systems and equipment

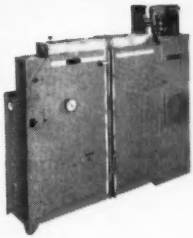
for all your business photography needs!

FILMING



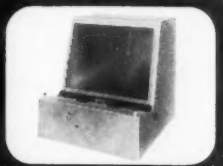


PROCESSING



FILING

READING



Modern businesses of every type and size are discovering how successfully REMINGTON RAND FILM-A-RECORD Microfilming can save valuable time, space and money in their recordkeeping operations. For the filming, finding, storing, housing, protecting, controlling and reproducing of business records, here is the most comprehensive line of cameras, readers and processors available. Write for complete information.

Remington Rand

DIVISION OF SPERRY RAND CORPORATION

Room 1946, 315 Park Ave. South, New York 10, N.Y.

I want more information on REMINGTON RAND FILM-A-RECORD Microfilming Systems.

Name & Title _____

Company _____

Address _____

City _____ Zone _____ State _____

2

For More Information Circle No. 265

Basic Microfilm Uses

Copying

Microfilm is used by banks, retail stores, and other businesses for the rapid copying of checks, sales slips, and statements. It is used because it is such a fast and inexpensive method of copying a large number of documents.

Storage

Experts say 40% of what is being kept in most offices should be destroyed, however low costs of recording and storage are prime features of microfilm for keeping vital corporate records.

Filing

Here microfilm is used because of its low cost and its capability of making large files more useful by consolidating completed records in a reduced size with current papers. Examples are the filing of medical and personnel records. Because the files are consolidated, access to information is faster and easier.

Publishing

Microfilm is used for the low cost, high quality reproduction of rare books, research theses, and special periodicals.

Microfilm as

EDWARD ROSSE
Management Analysis Officer, Division of Accounting Operations, Social Security Administration, Baltimore

WHEN I tell people that our division maintains one of the largest microfilm installations in the world—all completely active files—I usually detect a note of concern and a few raised eyebrows.

Skeptical office managers usually ask such questions as:

"My, isn't that complicated?"

Or, "You must have a terrible problem keeping all those records straight?"

Or even, "Isn't microfilm difficult to handle?"

And to all of these questions I give an emphatic—No!

Why? Because microfilm is one of the most efficient tools of office administration to have been invented in the last 100 years.

Even more significant is the fact that its utilization by American business and industry has barely been scratched.

I never like to lecture—one usually provokes an argument—but I point to our completely automated microfilm operation in the Social Security Administration as an excellent example of the potentials possible.

Another negative viewpoint usually enters the conversation at this point: that a small business can't possibly make savings as we do since we have such an enormous volume of records and activity. It's true we maintain records for over 130 million persons, but microfilm has been responsible for making our

a Clerical Tool

operation so smooth that we can produce data on thousands of individuals in just a few minutes. Give us the name and date of birth of almost any American and we can produce his Social Security number in less than 30 seconds out of an index of over 165 million names. This is microfilm.

Much of our operation is so completely mechanized that records never appear in paper form. Some firms now supply us with data on their employees' quarterly earnings on magnetic tape which is converted to readable form on electronic processing equipment from which our microfilm is made. This enables us to arrive at the microfilm stage in our record keeping without going through the time consuming process of printing magnetic tape to paper listings, then microfilming the listings.

In other words, we're operating the office of tomorrow, today; and I know many smaller offices could also be doing the very same thing and enjoying similar economy and efficiency.

Why? Because of the inescapable fact that microfilm has yet to be surpassed for its convenience, economy, efficiency, ease of handling and its great reduction of bulk.

The heart of my message is that many people are avoiding microfilm because they think it is a nuisance or too complicated. They think they need expensive equipment, darkrooms, high priced operators, entirely new departments, and that they're playing with a mysterious industry dominated by college pro-

Basic Microfilm Uses

Preservation

Microfilm is used to record valuable files of newspapers, engineering drawings, and other documents because ordinary paper cannot stand the wear and tear of years of use.

Communication

Wartime V-mail was an example of the use of microfilm for the low cost, rapid transporting of information in quantity. A typical current use is the transmission of branch office reports to the home office.

Duplication

Speed, low cost and long life contribute to the use of microfilm for the recording of vital statistics and technical information which may have to be quickly and economically duplicated many times over a number of years.

Retrieval

Because large amounts of information can be stored in a small volume on microfilm and a given item found rapidly by machine sorting of film in card form or rapid scanning of indexed reels, the use of microfilm for rapid retrieval of information is becoming steadily more important.

Mr. Rosse in front of racks containing microfilm magazines for use in automatic film readers. The National Employee Index of 165 million names is in 2005 magazines.

fessors and photographic black magic.

There is nothing mysterious about microfilm, so why be confused by the myriad of details on lenses, resolutions, linear dimensions, image reduction and other fancy phrases. Microfilm is nothing more than photography, something we all use every day to record family scenes and items of interest. We don't concern ourselves with the details of processing the film once we send it to the drug store, and we don't worry about what details the manufacturer goes through in making our cameras or lenses. You shouldn't either.

Other misconceptions are that microfilm is designed only for the storage of old records in mountain caverns in inaccessible areas. Some think of it as an insurance policy against nuclear destruction and an enemy invasion.

True, microfilm is beautifully designed to preserve and protect records, but it is even more masterfully designed to be used as an *active* part of daily office management.

Microfilm can serve us in many ways, as outlined in the eight major categories, as I see them, on pages 104, 105.

I would like to illustrate my point on the use of microfilm in day-to-day operations by citing some figures put out by the National Records Management Council, Inc., which states it costs $29 per year to maintain an ordinary letter-size file cabinet in the office containing active records, while the same amount of *inactive* records costs $3 to store. At first glance my argument would not seem to hold water, but let's look further.

NRMC also reports after extensive surveys that roughly 40% of all office records should be destroyed. Think of it, almost half of what is reposing in offices all over the country is dead material. Another 30% should be sent to storage for infrequent reference. In addition, 30% should be maintained of which less than 10% really needs to be

Take more than a look . . . take a copy!

. . . *with the new "Thermo-Fax" Microfilm Reader-Printer*

Any filmed record is found quickly on the large, clear screen of the "Thermo-Fax" Microfilm Reader-Printer. Legibility equals that of superior readers. But this machine does far more to modernize your microfilm system.

Only the "Thermo-Fax" Microfilm Reader-Printer also makes sturdy work-size prints of microfilmed documents in seconds! Yet this amazing machine costs little more than a good reader alone. To learn how the "Thermo-Fax" Microfilm Reader-Printer can speed your Microfilm system at low cost, call your local dealer. Or mail the coupon.

MINNESOTA MINING AND MANUFACTURING COMPANY

. . . WHERE RESEARCH IS THE KEY TO TOMORROW

Thermo-Fax MICROFILM READER-PRINTER 3M COMPANY

THE TERM "THERMO-FAX" IS A REGISTERED TRADEMARK OF MINNESOTA MINING AND MANUFACTURING COMPANY

Minnesota Mining and Manufacturing Company
Dept. FBC-99, St. Paul 6, Minnesota

Please send me facts on the new "Thermo-Fax" Microfilm Reader-Printer

Name_____

Company_____

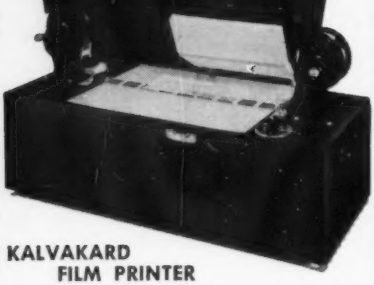
Address_____

City_____ Zone_____ State_____

For More Information Circle No. 293

NEW Microfilm *technique*

NOW - a unique system, called the Kalfax Add-A-Frame System which makes it possible to photocopy on KalvaKards additional micro images to the same film card — weeks, months or years later. Kalfax film is the only photographic material in use on which a micro image can be selectively exposed and developed.



KALVAKARD FILM PRINTER

Kalfax Films may be handled under ordinary office light. KalvaKards are exposed by light and developed by heat alone. No dark rooms, chemicals, vapors or venting needed.

Kalvar CORPORATION

WRITE TODAY
For Information and Brochures on Kalfax Products

909 S. BROAD ST., NEW ORLEANS 25, LA.

For More Information Circle No. 377

kept permanently. Now, remember microfilm's average space reduction factor of ten to one. If we place the active records of our office on microfilm, amounting to only 30% of the total, we can cut the $29 figure to $2.90 per cabinet — cheaper than the $3 cost for an inactive cabinet. The balance of the records—30%—that are to be kept should be sent to an inexpensive storage area.*

The New York *Times* says when ten of its issues are reproduced on microfilm the weight is reduced from around 12 lbs. to less than eight ounces.

A question often asked by my friends with the raised eyebrows goes something like this: "How can we retrieve records and make references conveniently when everything is on microfilm?" Or, "How can an active microfilm file be practical?"

Here the microfilm industry itself has come up with the answer.

Several new units have appeared on the market that bring microfilm within the scope of almost any firm, and they bring it so close it's difficult to avoid the issue.

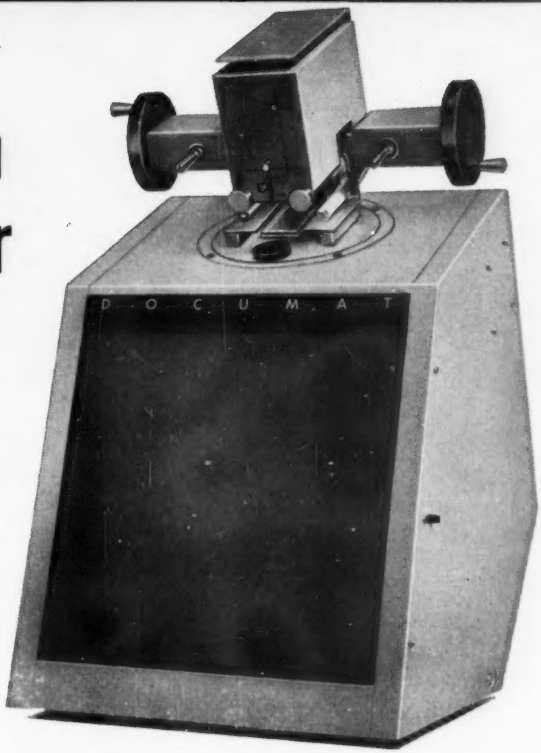
One of the new units that solved a problem is a reader-printer that combines the advantages of both a reader and a printer in a single, low cost table unit making enlarged prints from our records with the ease of pressing a doorbell. Clerks enjoy using the unit since no transcription is necessary and the machines are easy to operate. This is one of many significant developments that have occurred to bring microfilm within the reach of everyone.

The federal government's use of

**Microrecording*, Industrial and Library Applications, Lewis and Offenhauser, pages 325-6.

DOCUMAT

ONE microfilm reader for BOTH roll film and unitized film



Here is a universal reader that will sharply magnify your microfilm—16mm, 35mm, whether on roll, jackets or aperture cards. Whether the images run vertically, horizontally, or upside down, the DOCUMAT reader will position them correctly and brilliantly on the high-contrast 11″ x 11″ screen. Finger-tip controls traverse and center your film for quick, easy reading. The DOCUMAT Reader weighs only 27 lbs. and is 24″ high. Instantly interchangeable lenses and adjustable condenser for varying enlargements—34½x, 24x, 15x. Sensibly priced at $400 with choice of one lens. Other models from $295.

WATCH FOR ANNOUNCEMENT OF THE SENSATIONAL NEW DOCUMAT READER-PRINTER!

DOCUMAT *Inc.*

385 Concord Ave., Dept. 91
Belmont, Mass.

Coast-to-Coast Dealer Service

Send details on the Documat Readers

Name_____Title_____

Company_____

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City_____State_____

For More Information Circle No. 292

The author examining microfilm near some of his office's reader-printers.

microfilm has included a sensible approach to future planning, in many ways indicative of the potential savings possible. Today, the Library of Congress will prepare microfilm copies of any book or document in its 30 million item collection for roughly two cents per page for anybody. In 1954 it prepared over ten million prints for the American public.

The government's primary interest in microfilm was to duplicate original records which were rapidly disintregating from intensive use or to preserve them for security purposes.

Our division on the other hand—which demands accurate recording of over 280 million individual entries to proper accounts each year—is a good example of the modern daily active use of microfilm. The records would be unmanageable without microfilm and a fast, efficient reader-printer that brings records back to life when they are needed.

A number of other examples of microfilm in active use might be helpful:

One study reveals that department stores on the average save 50% in billing costs, 60% in machine equipment costs, 40% in number of customer complaints, and 50% in overhead expenses attributable to customer complaints, by using microfilm systems.

A bank, which had five employees in 1933 and adopted a microfilm system shortly thereafter, has just six employees now. Because of the ability to hold almost *all* of its records—not just checks—on microfilm, the bank has added only one more employee in the past 25 years notwithstanding a tenfold increase in its business.

Some engineering firms estimate that up to 20% of their time is lost in searching for drawings and engineering facts in their files. By microfilming and adopting a reader-printer that can give them full size copies when needed, they

For More Information Circle No. 232

With modern Bruning Copyflex copying machines, you eliminate the tremendous amount of writing and typing of production orders for parts and assemblies.

1. Process Engineering enters manufacturing information on a combination production order and operations sheet, printed on ordinary translucent paper.

2. A reproducible copy -- made by Copyflex on easy-to-erase film – is sent to Production Control.

3. Production Control enters order information on the film, makes Copyflex copies (white or colored) to serve as production orders, material requisitions, travelers, etc.

4. To re-issue orders, Production simply changes order information on the film, makes Copyflex copies to serve as new orders, etc.

Copyflex machines are clean, odorless, economical — make letter-size copies at 1¼¢ each for materials. They are priced as low as $555 for the table model above. Why not mail the coupon, right now?

BRUNING
Diazo Copying at Its Best *Copyflex*®

THE BRUNING MAN *is your paperwork expert. He's backed by a company with over 60 years' experience.*

Charles Bruning Company, Inc., Dept. 9-K
1800 Central Road, Mount Prospect, Ill.
Offices in Principal U.S. Cities
In Canada: 105 Church St., Toronto 1, Ont.

Please send me free literature on Copyflex for production control.

Name_____ Title_____
Company_____
Address_____
City_____ County_____ State_____

For More Information Circle No. 372

can cut their costs enormously.

The speed of transferring information to microfilm should not be overlooked either. One bureau of the U.S. Navy had to copy some half million 3″ x 5″ cards. The operation would have taken a large corps of typists over two months to complete manually, yet the cards were microfilmed in less than two weeks—and they can be retrieved without transcription errors just as fast, thanks to modern equipment.

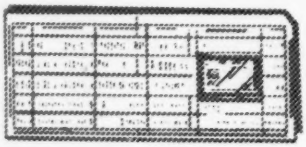
What does it all cost? I'm naturally asked that question. The cost is less than one cent per page to convert your files to microfilm. That's far less than most people imagine, and certainly within the budget of any firm.

The combination of microfilm with advanced electronic and computing devices holds many promises. It is reasonable to assume that the mechanical tabulating systems of today will someday operate by microfilm, speeding our economy to even higher degrees of productivity.

Students and scholars can look forward to the day when library research can be eliminated and study from volumes can be accomplished at home using their own individual readers and borrowed films.

Some medical technologists say that microfilm has solved the problem of storing X-rays, in that they can be quite suc-

(Continued on page 264)



Have You Heard About Automation for the Engineering Dept.?

Filmsort®

Aperture Cards

The engineering department has its own automation system. The engineers call it automated documentation.

The input is microfilm of engineering drawings. The running time is almost no time at all. The output is prints from electrostatic masters, vellums or sulphite at the lowest costs yet.

For automated documentation, the engineers use a special card—the Filmsort aperture card. You can find out more about this new form of automation by asking for our booklet, "The Filmsort Aperture Card for Your Engineering Drawings and Allied Records."

The Filmsort Company

Pearl River, New York

A DIVISION OF MIEHLE-GOSS-DEXTER, INC.

For More Information Circle No. 397

Strokes of perfection

Would you like to try one of our famous Ticonderoga Pencils? Experience the pleasure of writing easier, smoother, faster. Pick-a-Point that you like best and send for one today.

Pick-a-Point

- No. 1 EXTRA SOFT
- No. 2 SOFT
- No. 2-5/10 MEDIUM
- No. 3 HARD
- No. 4 EXTRA HARD

Dixon Ticonderoga Pencils *always* write with clean, crisp strokes.

For strokes of pure color . . . *always* use **Dixon Thinex Color Pencils**

DIXON

THE JOSEPH DIXON CRUCIBLE COMPANY
Pencil Sales Division Jersey City 3, N. J.
Dixon Pencil Co., Ltd. Newmarket, Canada
Dept. 00-99

For More Information Circle No. 355

Only Diebold **"FLOFILMERS"** have the exclusive film magazine that makes cost-saving procedural microfilming® possible!

announcing the **NEW**

FLOFILM 9700

Table Model Camera

LOWEST COST COMPLETE MICROFILM UNIT THAT —

- Returns records in original sequence!
- Has built-in work space!
- Contains all the features of the FAMOUS FLOFILM PORTABLE 9600

PLUS —

Added Speed —
Added Convenience
for day to day
Procedural Microfilming!

INDEPENDENT MOTORIZED CONVEYOR

Flofilm's exclusively designed conveyor system returns records **back to the operator** in original sequence!

MORE WORKING SPACE

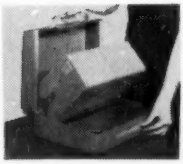
At no extra cost, the FLOFILM 9700 provides **desk working space** for the operator — records can be sorted more conveniently — microfilmed faster!

For More Information Circle No. 387

still the first and only truly portable microfilm camera . . .

FLOFILM 9600

Thousands proven in use by businesses 'round the world!



WEIGHS LESS THAN 20 LBS. — easy for any girl to carry from one department to another — folds up in self contained case!

Now used by hundreds of companies for field audits, the FLOFILM portable 9600 is light in weight and as easy to carry as a portable typewriter!

MOTORIZED FOR EVERY-DAY "PROCEDURAL MICROFILMING"! — In just one of the many applications of microfilm to office systems, the FLOFILM 9600 streamlines procedures in a bookkeeping department by processing 2,000 ledger sheets an hour in preparing a schedule of accounts!

***PROCEDURAL MICROFILMING** — opening a new world of office efficiency for every size and type of business, is brought to you by "magazine load" FLOFILM motorized microfilmers! For free valuable and informative literature, attach coupon to your letterhead and mail today.

Circle No. 387

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☐ Please send Flofilm Application Kit for my business.
☐ Please send free copies of "An Introduction to Microfilm" and a Manual of "Procedural Microfilming."

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City_____ Zone_____ State_____

NSOEA Convention And Exhibit in Chicago, Sept. 26-30

AUTOMATION and its effects on the stationery and office equipment industry will be one of two main topics at the 1959 convention of the National Stationery and Office Equipment Assn. to be held at the Conrad Hilton Hotel, Chicago, Sept. 26-30. The meeting will also hear ways to increase sales and conduct market research.

John B. Brain

NSOEA president John B. Brain will introduce the feature on automation. This will be presented in four main parts: introduction; areas of office automation; case studies in automation and the stationer's market; and a summary. Developed by Harbridge House, Inc., management consultant firm, this presentation will stress the outstanding developments in data processing and storage, data reproduction, and data communication. It will analyze the market situation of the future, *i.e.*, the office of tomorrow, its equipment and supplies, and will discuss what adjustments the stationer should make to keep pace with this revolution.

What can be done to combat the threats to sound retailing will be discussed by well-known Washington attorney, Albert Carretta. Mr. Carretta, a former member of FTC, is an authority on trade practices and related legislation.

Two important profit clinics will run simultaneously Tuesday morning. Direct mail consultant Ferd Nauheim, Kalb, Voorhis & Co., will detail how to plan a direct mail and newspaper ad campaign. Harbridge House's Michael Sanyour will discuss how to conduct an effective sales meeting. A special feature of the former will be an evaluation of actual campaigns by NSOEA members, while the latter will offer a staged model sales meeting. Members will have an opportunity to air their views on procedures, individual problems and situations.

Speaker at the Tuesday luncheon will be Dilman Smith, vice president,

NSOEA Convention Program

EXHIBITS OPEN: Sat., Noon to 7 p.m.; Sun., 1 to 7:30 p.m.; Mon., 2 to 7:30 p.m.; Tues., 2 to 8:30 p.m.; Wed., Noon to 5 p.m.

SUNDAY MORNING, SEPTEMBER 27

OPENING OF MODEL STORE.

MONDAY MORNING, SEPTEMBER 28

AUTOMATION: CRISES OR OPPORTUNITY?: DR. ROBERT A. BROOKS, *Vice President, Harbridge House, Inc., Boston.*

DUAL DISTRIBUTIVE PRACTICES & DISCOUNT HOUSE OPERATIONS: ALBERT A. CARRETTA, *Carretta & Counihan, Washington, D.C.*

LUNCHEON. Address by HON. HUBERT H. HUMPHREY, *Senator from Minnesota.*

TUESDAY MORNING, SEPTEMBER 29

HOW TO MAKE DIRECT MAIL ADVERTISING PAY OFF: FERD NAUHEIM, *Direct Mail Consultant, Kalb, Voorhis & Co., Washington, D.C.*

MAKING SALES MEETINGS PRODUCTIVE: MICHAEL SANYOUR, *Harbridge House, Inc., Boston.*

TUESDAY AFTERNOON, SEPTEMBER 29

LABOR, INFLATION & POLITICS—THREE CRITICAL PROBLEMS FACING BUSINESSMEN IN 1960: DILMAN M. K. SMITH, *Chairman of the Board, Opinion Research Corp., Princeton, N.J.*

SALES MANAGEMENT SEMINAR: MICHAEL SANYOUR, *Harbridge House, Inc., Boston.*

WEDNESDAY MORNING, SEPTEMBER 30

PROFIT SHARING AND PENSION PLANS THAT CAN BUILD YOUR BUSINESS: *Wyatt Co., Chicago.*

HOW PLANNED MARKETING CAN HELP YOU CASH IN ON THE BIG 60's: *Market Planning Corp., Div. of McCann Erickson, Inc., New York.*

WEDNESDAY EVENING, SEPTEMBER 30

ANNUAL BANQUET AND DANCE: Presentation of Awards.

Opinion Research Corp. Mr. Smith will talk on such topics as how the public feels about labor's increasing power; what the chances are for minimum legislation; and what effect the political campaigns may have on business in 1960.

Wednesday morning sessions will open with a discussion of what to consider before setting up a profit-sharing and/or pension plan. The Wyatt Co., one of the country's largest actuarial and employee benefit consulting firms, will describe the respective merits of various plans.

How the average business man can carry out his own market research will be explained by a panel from McCann-Erickson's Market Planning Corp. This presentation will show how to appraise a local market and determine the sales potential for individual areas.

Over 450 manufacturers will display their new products at this year's NSOEA exhibit, with more than five floors of the Conrad Hilton given over to this. The exhibit will open officially Sept. 26, and be open during part of the four days following to allow ample opportunity for guests to view the displays of office supplies, machines and furniture.

A model office supply store will be set up in the Normandie Lounge. Many new ideas in display, self-selection selling, lighting and store traffic—learned since the first model made its debut at the 1954 convention—will be demonstrated.

In somewhat lighter vein will be the president's reception, planned for Saturday evening, Sept. 26, when NSOEA officers and their wives will officially welcome the '59 delegates.

In addition to the foregoing, a full program of entertainment is scheduled for the ladies. Starting with the customary Sunday afternoon tea and reception, the ladies will join delegates at the Monday luncheon to hear Senator Hubert H. Humphrey of Minnesota speak and, on Tuesday, attend a luncheon in the Guildhall of the Ambassador Hotel, followed by a fashion show.

The annual convention party will be held Tuesday evening, with entertainment provided by a star-studded cast headed by Mimi Benzell, beautiful star of the Metropolitan Opera, stage, screen, radio and TV. Following this, will be dancing to Henry Brandon and his Chez Paree orchestra.

On Wednesday, the ladies will attend a matinee of *The Music Man* at the Shubert theater. The same evening the annual banquet and dance will take place with the presentation of awards and introduction of the new president.

Advance registrations can be made direct with NSOEA, 740 Investment Bldg., Washington 5, D. C. Registration fees are $25 for men; $20 for ladies; $35 for non-members.

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Give The UNITED Way

Design for a Travel Bureau Executive

Your company is judged by the office you keep...

The first impression is a most important impression! Cole Steel office furniture will create the office you want—the impression you want to give. By its rich look, by its integrity of design, Cole instantly tells of quiet good taste. Cole equipment creates an atmosphere of comfort and luxury that will impress your visitors and make your office an inspiring place to work. See for yourself why Cole Steel is so far ahead in the office equipment field. Free: send for our latest full color catalog... today! Cole Steel Equipment Co., Inc., Dept. 27, 415 Madison Ave., New York 17, N. Y.

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For More Information Circle No. 278

See your Webster carbon and ribbon salesman

...your source for the best duplicating supplies available!

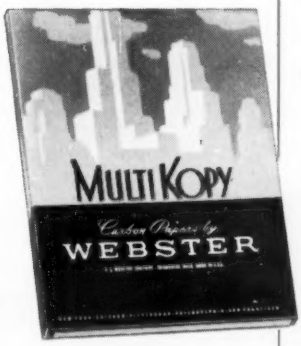
Make it clear you wan

They're all made by Webster!

When a salesman represents the complete line of duplicating supplies made by F. S. Webster Company, you can be sure he represents top quality. His wide range of products saves you time, trouble and money. Not only does he represent "one-stop" buying for you, but he also has at his call a qualified duplicating sales engineer to advise him of your needs. Your salesman's products and services are yours for the asking.

WEBSTER MULTIKOPY DURAMETRIC

The carbon paper that has the edge over every other brand. The exclusive scaled edge automatically assures neater, better spaced typing the first time. It's uncoated for cleaner letters, cleaner fingers and cleaner carbon handling. Even in extreme temperatures, it remains completely curl-free. You get fine performance and long service from every sheet.



WEBSTER SILK STAR TYPEWRITER RIBBONS

No higher quality ribbon on the market. With Silk Star there are fewer ribbon changes, sharper impressions and longer service. Silk Star Ribbons are made of the finest quality silk so sheer that 18 yards fit the standard spool that holds only 12 yards of cotton. Strong and three times longer wearing, too. Perfect typing companion for Webster MULTIKOPY Durametric.

Always send a "Time Saver" courtesy carbon copy.

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CARBON PAPER ROLLS for Teletype, autographic Register, Elliott-Fisher and adding machines.

plus

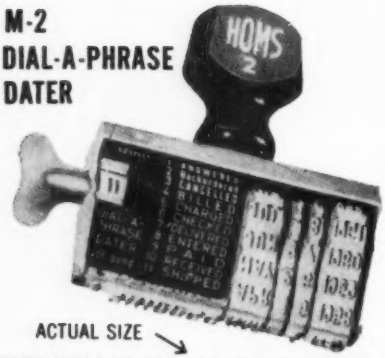
ACCESSORIES: Type Cleaner, Instrument Oil, Duplicating Fluid, Hand Cleansers

For More Information Circle No. 244

Webster *at leading stationers everywhere*

F. S. Webster Co., 8 Amherst Street, Cambridge 42, Massachusetts

M-2
DIAL-A-PHRASE
DATER



ACTUAL SIZE

RECEIVED JUN 1 5 1968

Phrases! Dates! Dial Selector! All in one revolutionary office stamp. The M-2 is a combination phrase and date stamp. A turn of selector key to desired phrase will automatically place phrase in stamping position with the date. Date portion of stamp can also be used without accompanying phrase. Quality construction throughout. Fully guaranteed. $2.25.

M-1
DIAL-A-PHRASE

ACTUAL SIZE

VIA AIR MAIL

12 stamps in 1 with unique *dial selector*. AIR PARCEL POST—REGISTERED—SPECIAL DELIVERY—VIA AIR MAIL—pick any one of 12 essential phrases alphabetically listed and numbered on the dial selector; a turn of the key to the corresponding number, and the required phrase clicks automatically into stamping position! Top quality construction of finest material. Fully guaranteed. $1.95.

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SAN FRANCISCO 11, CALIFORNIA

For More Information Circle No. 133

Wants Reverse Stapler

Sir:

We do considerable open-shelf filing and find that protruding staples or the backs of file fasteners make it difficult to align file folders properly. A stapler designed so that the staples entered the bottom, rather than the top of material, would leave a smooth surface on the outside of the folder. This would eliminate (1) difficulty in aligning files (2) file clerks tearing fingers on staple ends. Another advantage would be that, with flat ends of staples on the outside, it would be simple to remove them when desired. At present it is necessary to remove sheets of paper to get at the flat part of all staples. We have fashioned an experimental model of an "upside down" stapler and it works very well. It seems to me that this type of stapler would have wide application in any office that staples papers in file folders. S. A. BERGSTROM, Assistant Vice President, Farmers Insurance Group, Los Angeles.

"Good morning, Ylboof & Oc. . . . I mean, Foolby & Co. . . ."

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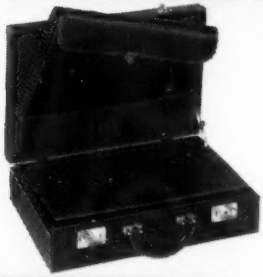
Look what a *difference* STURDEX makes! The only business case made with the craftsmanship of finest leather cases . . . but at *half the price*. A sales-making case that's always neat and business-like . . a durable case that *outwears* all others . . . guaranteed for *5 full years!*



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Please send full details about STURDEX, and the name of my nearest dealer.

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For More Information Circle No. 329

The Olivetti Lexikon Electric typewriter produces crisp, uniform originals and sharp carbons with virtually no operator effort. Automatic Decimal Tabulator is standard at no extra cost. Available with carbon ribbon. Motor cuts off automatically after five minutes of non-use. For complete information, write to Olivetti Corporation of America, 375 Park Avenue, New York 22, N. Y.

olivetti

For More Information Circle No. 282

RIGHT or WRONG in Employee Relations

A ROUNDUP of day-to-day employee problems and how they were handled by management. Each incident is taken from a true-life grievance which went to arbitration. Names of some principals have been changed.

How Far Can Management Enforce Parking Rules?

What Happened:

Bill James was sick and tired of scrounging around for a parking spot. The company lot was inadequate and most other areas were restricted for parking. However, there was one space, in front of the company's entrance, that was not taken and Bill moved his car into it one day. When he was at his desk, his supervisor came over and said:

"Bill, you can't park your car there."

"Why not? Is it illegal?"

"No, it's not illegal, but we have always prohibited employees from parking there because we must leave room for delivery trucks."

"Call me when the delivery truck comes. I'll move my car then," Bill said.

"You move it right now. We have a rule that no one parks there, and that's that."

"I've seen all the rules in our booklet. Show me the rule in writing," was Bill's retort.

Bill was disciplined for insubordination. He argued at the arbitration:

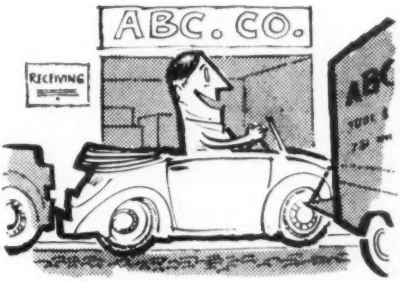
1. I don't have to obey any "unwritten" rule. All the rules are listed in our booklet.

2. The supervisor has no jurisdiction over my actions outside the plant. My car was legally parked in the street. It was not on company property.

The company countered:

1. We have prohibited parking at the curb for 15 years. The employee knew it. We don't need to put it in writing.

2. When an employee's actions might interfere with company operations, we have jurisdiction. Bill's car could have interfered with deliveries.



3. He was insubordinate. He should have obeyed the supervisor's order and later entered his grievance.

Was Bill:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR M. GELLER RULED: "It is clear that Bill willfully disobeyed his supervisor's orders. The restriction on parking was known to employees and, although unwritten, had been honored by them through the years. The argument that the rule and the supervisor's orders exceeded company authority, since the company has no right to regulate behavior of its employees off company property, may have some validity as a general principle. Under the instant circumstances, I find that the prohibition of parking in front of the company premises has a clear and direct impact on deliveries. The parking restriction and the supervisor's order to Bill were, therefore, reasonable and justified. Bill's willful disregard of such instructions was proper grounds for discipline."

Are Terminated Employees Entitled to Holiday Pay?

What Happened:

The company had a standard holiday pay policy—if an employee worked on the day before and the day after a holiday, he was paid for the holiday.

Because the plant was being moved to another area, five employees were terminated. They had some vacation pay coming to them and this was included in their final paycheck. Under normal conditions, these employees would have taken their vacations in late May or early July. In either case, the vacation period would have embraced a paid holiday—(Memorial and Independence Days) and the employees would have collected for an extra day. But, due to the terminations, they were not entitled to the holiday pay, said the company.

But the employees thought differently. They said that an employee who is laid off or terminated through no fault of his own is still an employee in a technical sense. Under the seniority policy of the company, an employee does not lose his status until he has been off the payroll for a period of one year. Therefore, he cannot be denied benefits which would accrue to regular workers.

The company answered:

1. A worker is entitled to holiday pay only if he works before and after the holiday. This the employees did not do.

2. The employees were given vacation pay because they were being terminated. They were NOT on vacation and could not claim any pay for a

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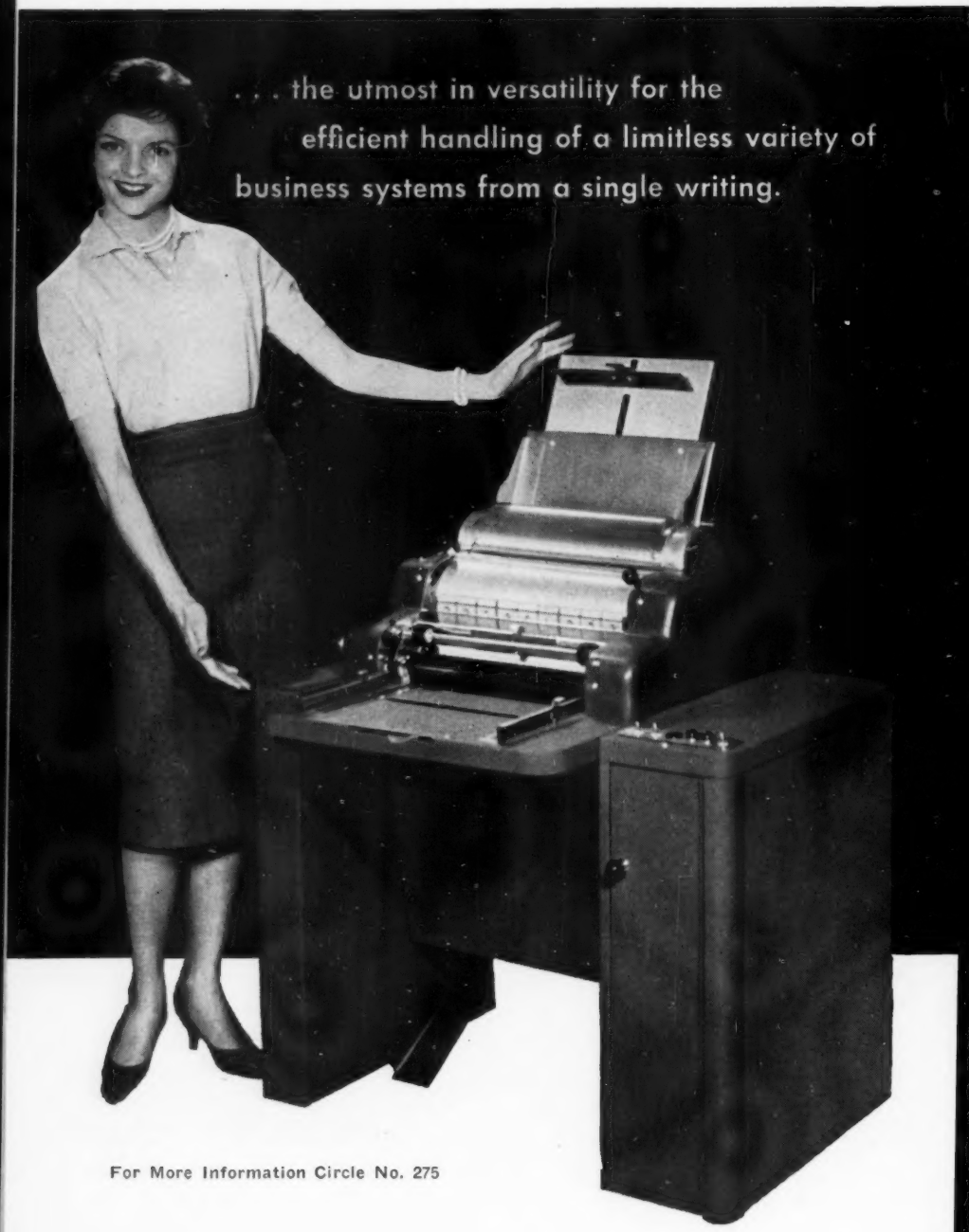

For More Information Circle No. 275

Standard DUPLICENTER
with electronic automation

THE COMPLETE DUPLICATING WORK CENTER

ACCESSIBILITY IS THE KEYNOTE

As the operator sits at the DUPLICENTER, every necessary movement takes place within easy reach. Controls are simplicity itself. Pedals leave hands free to pick up forms. The DUPLICENTER performs its functions smoothly, almost soundlessly with a minimum of human effort. Here is a duplicator that delivers completed copies directly in front of the operator at normal eye level. She can clearly see the finished work . . . may quickly and easily remove the copies without rising from her chair or changing her comfortable position. A time study would rate the DUPLICENTER efficiency plus.

ELECTRONIC FEED IS THE FEATURE

Electronic Feed by Standard is the latest and finest improvement in the field of systems duplicating. In office paper work procedures there are many cases where hand feeding is preferred but speed is essential. With Electronic Feed, forms advanced casually or quickly, will instantly activate the duplicator, providing perfect copies in precise registration. Electronic Feed actually corrects any minor errors in aligning the paper . . . lets the operator set her own speed or cadence. With equal dispatch, it handles forms of varying sizes and weights from small coupons and punched cards to large 13 x 14 inch sheets.

- Magnetic Block-out Slot provides quick, easy method to cover any portion of master not to be reproduced on certain copies.
- Machine stops automatically, electronically, at the end of a run or if, for any reason, an operator error in feeding occurs.
- An outstanding convenience feature . . . automatic and plentiful fluid supply pumped from the original gallon fluid container.

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Everett 49, Massachusetts

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Mill at ALPENA, MICHIGAN

For More Information Circle No. 245

holiday that fell during the vacation period. Besides, the vacation pay was really a form of severance.

3. A layoff is not the same as a termination. The employees' jobs were eliminated and the workers have no chance of recall. For this reason the employees do not retain the "status of employee" for one year.

Was the Company:
RIGHT ☐ WRONG ☐

WHAT ARBITRATOR PAUL PRASOW RULED: "The arbitrator is of the opinion that laid-off or terminated employees still retain some status with the company. The 'seniority section' of the rules provides that an employee's seniority shall continue to be effective even while on layoff, provided his absence from the payroll does not exceed one year. That is, a laid-off employee, even though he is terminated, does not sever his entire relationship with the company until a year has gone by. In this sense his status is quite different from an employee who has been justifiably discharged. It is generally held that employees who are laid off within a reasonable period prior to a holiday should be paid for such holiday. The employees have met the basic conditions which qualify them for holiday pay. They are unable to meet other conditions because of the action of the company but this should not disqualify him from receiving such pay. The employees are to be paid for the holiday."

Is Sick Leave an Unconditional Right?

What Happened:

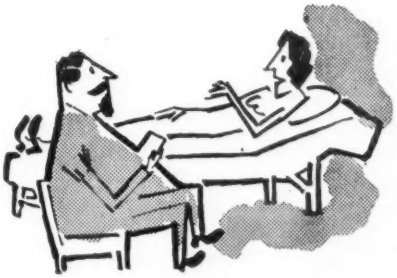
Jane X worked in the office of a large industrial organization. During her employment she suffered a severe emotional upset which hospitalized her for five weeks. When she returned from sick leave, she told her boss that she was well enough to work, but would require treatment by a psychoanalyst. She said it would be necessary for her to take off an hour every Thursday at 11 a.m. to attend her session, as this was the only time the analyst had available. Her boss agreed to this arrangement and this continued for about a year.

At the end of that period, her supervisor told her that she would have to see her analyst on her own time. When Jane refused to make a change in her arrangements, she was fired. The case came to arbitration, and Jane argued:

1. When my supervisor agreed to give me time off once a week, he made a contractual arrangement. This was a working condition which cannot be changed without negotiation.

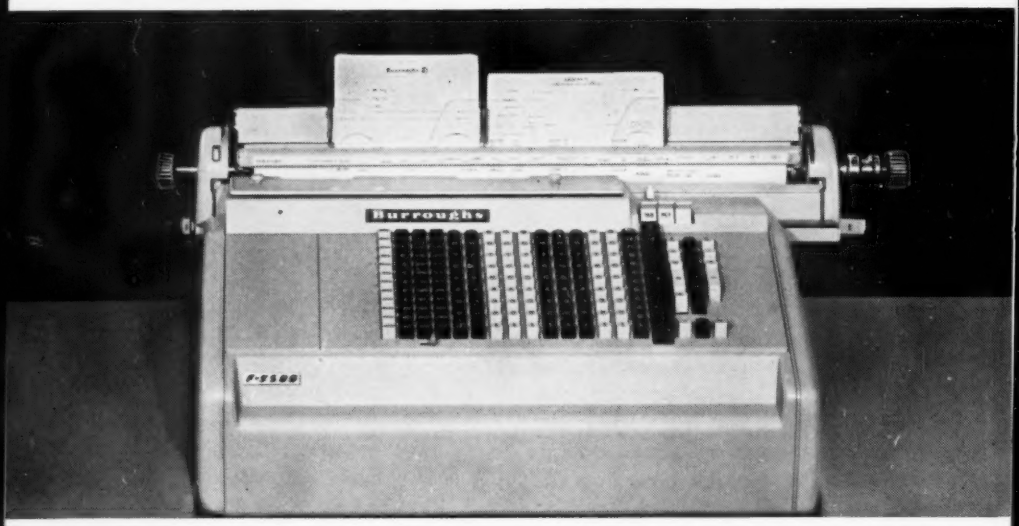
2. I'm entitled to 21 days sick leave a year. Deduct that hour a week from my sick leave.

(Continued on page 263)



NEW BURROUGHS F-5000 FIRST FULLY AUTOMATIC ACCOUNTING MACHINE WITH DUAL PRINTING

NEW BURROUGHS F-5000 FIRST FULLY AUTOMATIC ACCOUNTING MACHINE WITH DUAL PRINTING



Now dual printing is combined with fully automatic accounting! With Burroughs new smartly styled F-5000 Dual Printing Accounting Machine, there are no extra operator decisions to make and no extra keys to punch. The machine prints identical figures—simultaneously—on two original records. Balances are automatic without key depression. And you get far greater flexibility to help you handle more accounting jobs faster.

Here's why:

NEW SPEED: Faster printing time speeds machine operation, which is 100% automatic. 33-1/3% reduction of posting cycle shrinks work time considerably. NEW FLEXIBILITY: Dual printing is applicable to a wide range of jobs. Programming capacity is increased up to 100%. Memory capacity is fully utilized.

Weigh these merits, together with the F-5000's keyboard input and 252 digit memory, against your accounting jobs—payables, receivables, payroll, ledger statement with distribution, and utility billing, to name just a few. For full details just phone our nearby branch office. Or write to Burroughs Corporation, Burroughs Division, Detroit 32, Michigan. Burroughs—TM

For More Information Circle No. 252

Burroughs Corporation

"NEW DIMENSIONS / in electronics and data processing systems"

AUTOMATIC SYSTEMS

Current trends in office automation including data processing.

LESLIE H. MATTHIES
Director, Administrative Research,
Ross-Martin Co., Tulsa, Okla.

"AUTOMATE OR DIE . . . your company may be out of business in ten years unless it adopts office automation!" One of the top automation consultants in this country wrote that in this magazine last year.

Just what would make your company die if it failed to automate its office? By automating it will produce more articles or services at a lower cost? There is no evidence today that companies that have automatic computer systems can prove that their costs are in any way lower. In most cases they are higher.

Is this confusing? Well, the field of automatic systems, in the factory and in the office, is full of contradictions today. Last year we made a sample survey of more than 100 firms and organizations who were using electronic data processing machines. This was a random sample. Only a small percentage of these people claimed that they could point to any savings whatsoever from the use of these machines.

So what is the answer? Are these great cost reductions to come sometime in the future, possibly four or five years from now?

The word *automation* has become a catchword. Advertisers use it to sell their products, speakers use it to interest their audiences. It is also a word that is not accurate as far as the office is concerned. We have no knowledge of such a thing today as a completely automated office. And we have no indication that we are likely to see one in the immediate future.

Sure, elements of office work and specific processes are being done by machines. Certain electronic machines have been particularly useful in handling the type of work that we often refer to as *mule work*—heavy routine jobs that clerks must repeat over and over again in large volume. These jobs can be done faster, better and cheaper by a machine than they can be done by a man.

In the smaller office, you seldom find many heavy routine jobs. Even in larger organizations the great majority of jobs are not large volume ones, but hundreds, often thousands, of smaller routines.

In the last ten years, a number of people thought that all they had to do to cut their office costs drastically was to make their offices automatic. And all they needed to make their offices automatic was to buy a machine. The machine might be expensive, but "machines lower costs." In most cases the machine they were thinking of was an

electronic computer and auxiliary equipment.

The systems man has seen such phenomena before. He knows that management overlooks the fact that systems work is just applied common sense. Many management people, mature in their day-to-day specialties, are immature when to comes to determining what to do about what most of us call the "paperwork problem."

Whenever you put too much reliance in any one machine, any one system, or any one cure-all of any type, sooner or later you will be sadder, but wiser. People look for the easy answer, but *there is no easy answer.*

A good system is simply a plan for doing work in the office and in administrative areas in the best way that we know of right now. This good system presumes that we have made a study of the work that we are doing, and that the plan embodied in *the system is the best way to do this work.* No machine will help you here. You need a man who can think. He must get facts, he must analyze and study those facts, and then he, in coordination with the men involved in the system, will come up with a plan. That is the way you get good systems.

In our look at the confusion that is rampant today in the field we call the automatic office, we find that the blind faith some managers have put in a machine to solve all their problems has extended beyond the machine, to technicians. This faith is now in the engineer, the scientist, and the electronic technician.

Especially early in our trend toward a semiautomatic office, responsible executives turned the problem over to technically trained men who knew the machines very well but who knew little about management or systems. The results were some choice fiascos.

After this experience, most managers came to the conclusion that it is better to place their faith in the ability of a plain, garden-variety systems man who knows organization and administration. Let him work with the technicians to come up with systems that can be automated, at least to some degree. The problem is a systems problem, not an engineering problem.

Certainly we need the engineer to help us with the design improvements. We need him for consultation when it comes to the technical aspects of the machine. But we do not need him to tell us how a system should operate. It is our job *to tell him this,* and it is *his* job to set up the machine so that we can get the results we want from the system.

That's about where we stand today. We know now that any progress toward automation in the office is primarily a systems problem, not primarily a technical or engineering problem. Since it is a systems problem, can we solve it without management having some concept of what a system actually is? We have seen a great deal of evidence to indicate that many management people do not understand systems. They have systems in their organization but they make very little use of them.

Automate or die? We are more likely to know whether this applies to us when we have gained a better perspective on the office itself, automatic or otherwise.

Bank's Automated Consolidates Clerical All Its Branch

C. RAY BALLARD

THE FIRST ELECTRONIC system of its kind in a financial institution is that at First Federal Savings & Loan Assn. of Detroit which includes National window posting machines, a Univac computer and Teletype equipment. The system has been extended to all 11 branch offices. It makes possible the entry of hundreds of savings additions and withdrawals electronically at branch offices as much as 20 miles away, while reporting them simultaneously on Teletype tape at the firm's headquarters in downtown Detroit. These transactions are then processed by electronic computer.

A branch office transaction is recorded on a National window posting machine.

A tape punch (at right) simultaneously records the transaction on punched tape.

System Work of Offices

Branch office transactions are teletyped to the main office.

At the main office, the taped transactions are converted into punched cards.

The data is then fed to the Univac computer. Hans Gehrke Jr. explains the procedure to a member of his staff.

The system is under the direction of Edward J. DeYoung, controller, who points out that, "The use of this electronic computer system is almost limitless. As First Federal continues to expand we will be able to handle, effectively and rapidly, several times the present large number of transactions." One benefit of this automation process is that it has not resulted in the loss of jobs by any employees and has provided more time for friendly contacts with customers.

"The application of automation," reports Mr. Hans Gehrke Jr., First Federal president, "might lead some to assume we have begun an assembly-line operation in which machines substitute for people. Actually, the result has been to restore more of the human touch to business. Our tellers now have more time to devote to old fashioned friendliness, and more time to consider individual needs, making sure every

customer gets the kind of service he requires. Furthermore, it has taken much of the drudgery out of the daily work of our staff and has given us a modern and more efficient record keeping system. Human error has been reduced almost to the vanishing point."

Employees are enthusiastic about the new system, not only for the reasons given by Mr. Gehrke, but because it has provided some of them with the opportunity for retraining and placement in more interesting work at higher pay.

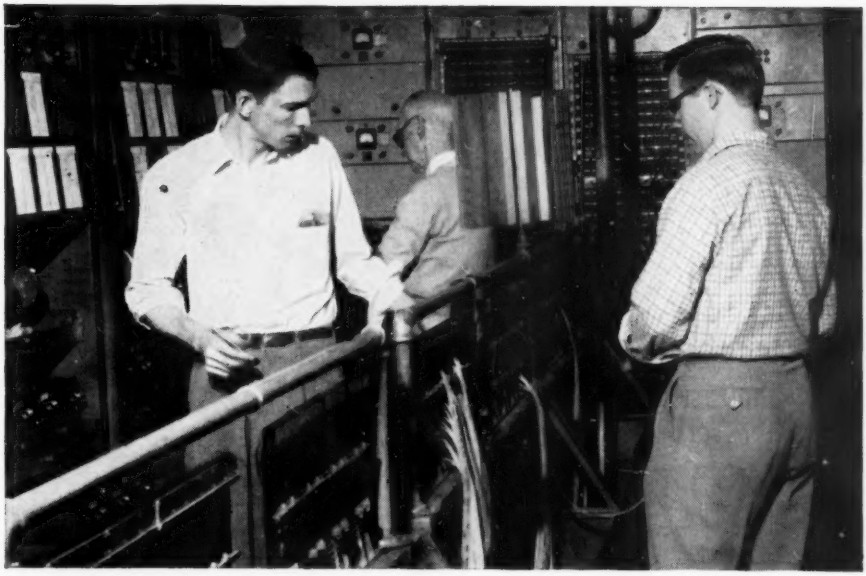
The first link in the system is the posting machine at each teller's window. This posts additions or withdrawals in the passbook and on a transaction slip, computes and prints a new balance. Simultaneously, a punched paper tape recorder located next to the window posting machine, punches a record of each transaction which is transmitted to the machine accounting room at First Federal's main office by Teletype. There this information is fed into the computer which performs all accounting work.

Since branch office transactions are almost immediately reported to the main office, customers can make savings deposits or withdrawals at any of the 11 offices, no matter which office had the original account.

The electronic installation also reduces by 90% the time required to issue money orders. The main office keeps the final records of all transactions for all offices, eliminating this operation being conducted separately at each office. The new electronic system, which involves an investment of more than $750,000, will handle all types of transactions, including mortgage payments, for more than 200,000 First Federal customers.

Officials at First Federal point out that the new system is an important part of the firm's planning for future growth and expansion. The company has increased its total assets to more than 6½ times the figure of ten years ago, and to 90 times the assets of 20 years ago. "There is every reason to believe this growth will be projected into future years," Mr. Gehrke says.

Final accounting of all transactions from all offices is done here. Records are available on more than a million accounts.

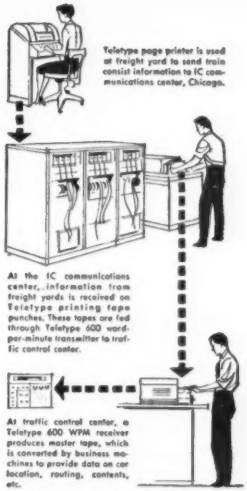


New Teletype system cuts car reporting from days to minutes on the Illinois Central

New Teletype equipment—including the first Teletype 600 word-per-minute tape transmission system in the railroad industry—is helping the Illinois Central to expedite the classification of more than 50,000 on-line freight car records daily.

The result is greatly improved customer service. Now, information on freight location or arrival is quickly available to shippers and consignees through the railroad's *service bureau* at Chicago. Railroad management benefits, too, by having up-to-the-minute data—and there are important savings for the account department.

Additional Information. If you'd like to know how Teletype equipment can cut costs and improve service in your particular business—or if you already have Teletype equipment and would like to explore the profitability of using it in new ways—please write for descriptive literature to Teletype Corporation, Dept. 32J 4100 Fullerton Avenue, Chicago 39, Illinois



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For More Information Circle No. 325

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Why not write the people at Thomas for complete information—or a free demonstration? If you're like my boss and me . . . you'll be glad you did.

Thomas Collators Inc.

100 Church St., Dept. B, N. Y., N. Y.

For More Information Circle No. 324

A Code for Birth Date and Sex

MARIO BANFI, Management Consultant, Staten Island, N. Y.

EXCESSIVE COSTS may be incurred in preparing computer input, such as the cost of clerical and other activities required to convert source documents and other data into input media acceptable by the computer system. In certain types of installations, input costs can be materially reduced. This includes installations which house and process data concerning millions of different individuals, such as in public utilities, taxing authorities, insurance companies, motor vehicle bureaus, stock registrar and transfer agents, and many others.

Wherever a file of a million or more individuals is maintained, there is duplication of many names and a major problem is the inability to distinguish between individuals with identical names. To solve this problem, different code systems have been devised. Such a system is the Nu-Soundex of Remington Rand and others have been copyrighted by Ralph K. Niemoeller of St. Louis.

In addition to providing a code for conversion of the names to arabic numbers, other fixed information, such as male or female, and day of birth have been built into the coding schemes. This article concerns that part of the

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and dozens MORE USABLE FEATURES make this your perfect "secretary"

you SAVE DICTATION HOURS

What is it? See Page 231

For More Information Circle No. 390

code which provides for identity of male or female and day of birth.

In most coded systems it becomes necessary to manually refer to a "table" to determine the code value of a male or female and day of birth. In others, the code is computed from input data in conventional form. There are costly disadvantages to these applications. Below I will describe a system of coding the day of birth and sex mentally with little training required—and without the use of tables.

Times Forty Plus ($\times$ 40 +) is a system of computing a three-digit numerical equivalent for the birth date and sex of an individual. The main feature of the system is that for any date of birth and sex, the numerical equivalent can be determined mentally. Although all birth dates for both sexes can be presented in tabular form, the use of tables to determine code num-

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09

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COPY-FAX Ball Point Pens are excellent, too, for "Thermo-Fax's" S. N. R. (Short Note Reply) program . . . saves time for executives and secretaries.

And the smooth flowing quality of the COPY-FAX pen with COPY-FAX X-7 ink makes it popular for general office work, too!

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CITY_____ZONE_____STATE_____
09

bers results in a lower rate of production and is more costly than by use of the × 40 + system.

The entire conversion of birth date and sex to a three-digit code is performed mentally in five simple steps, as follows:

1. The month of the birth date is converted to its numerical equivalent, *i.e.*, January becomes 1, July becomes 7, November becomes 11.

2. The numerical month value is multiplied by 40 (the "times forty" segment of the system's name.)

3. To the above product add the day of birth ("plus" portion of system's name).

4. Add 500 to above total for females.

5. If the resultant total is 1000 or more, drop the first digit, using only the last three.

The simplicity of the × 40 + coding scheme is illustrated in the following examples:

1. November 16, male:
   11 x 40 = 440
   440 + 16 = 456
2. November 16, female:
   11 x 40 = 440
   440 + 16 = 456
   456 + 500 = 956
3. December 28, female:
   12 x 40 = 480
   480 + 28 = 508
   508 + 500 = 1008
4. February 4, male:
   2 x 40 = 080
   80 + 4 = 084

Note that the last digit of the product arrived at after the first operation is always a zero. Also, the last digit of

(Continued on page 266)

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Westport, Conn.

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Company .....
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City, State .....

For More Information Circle No. 134

Business Equipment Exposition, Washington, Sept. 22-25

ROY W. JOHNSON, Director, Advanced Research Projects Agency, Dept. of Defense, will speak at exhibit opening.

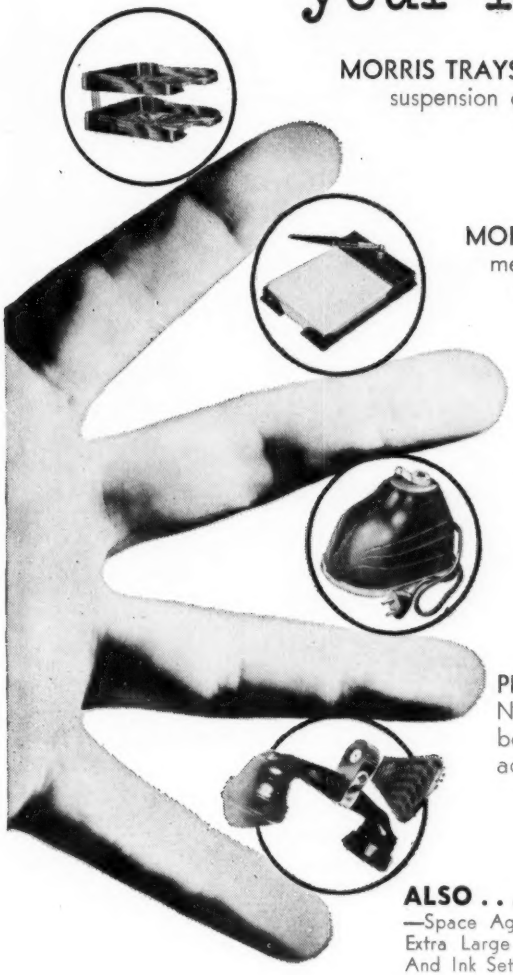
THIRTY-SIX corporations, representing a sales volume of about 90% of the $4-billion a year business equipment industry, will show their latest products at The Business Equipment Exposition, Sept. 22-25. To be held in Washington, D.C., the exposition is sponsored by the Office Equipment Manufacturers Institute—the first in a series to be held in other major U.S. cities.

Guest speaker at the inaugural ceremonies will be Roy W. Johnson, director, Advanced Research Projects Agency, Department of Defense. Mr. Johnson was formerly a vice president and executive vice president of General Electric Co.

According to OEMI's administrative vice president, E. D. Taylor, product displays at the exposition will point up the industry's contributions to communications, national defense, and the exploration of outer space.

This first exposition in the series is being held in the capital to tie-in with

Put efficiency at your fingertips



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PHONE REST IN COLORS . . . Now—in telephone colors. Frees both hands. Easily attached and adjusted. Fits all phones.

ALSO . . . MORRISTAR BALL PEN DESK SET —Space Age Styling • **MORRIS ASH TRAY**— Extra Large Size • **SAFE-T-SET**—Nonspill Pen And Ink Set.

Ask your stationer for these Modern Desk Top Accessories by **BERT M. MORRIS CO.**

Los Angeles, California

For More Information Circle No. 322

EXHIBITORS IN THE OEMI SHOW

Acme Visible Records, Inc.
Addressograph-Multigraph Corp.
R. C. Allen Business Machines, Inc.
American Automatic Typewriter Co.
American Photocopy Equipment Co.
Art Metal Construction Co.
Burroughs Corp.
Charles Bruning Co., Inc.
Clary Corp.
Comptometer Corp.
Ditto, Inc.
A. B. Dick Co.
Dictaphone Corp.
Diebold, Inc.
Edison Voicewriter Div.,
Thomas A. Edison Industries
Eastman Kodak Co.
Friden, Inc.
General Binding Corp.
Haloid Xerox, Inc.
International Business Machines Corp.
A. Kimball Co.
Lefebure Corp.
Monroe Calculating Co.
Moore Business Forms, Inc.
National Cash Register Co.
Pitney-Bowes, Inc.
Recordak Corp.
Remington Rand Div.,
Sperry Rand Corp.
Royal McBee Corp.
Shaw-Walker Co.
Smith-Corona Marchant, Inc.
Standard Register Co.
Stromberg Time Corp.
Vari-Typer Corp.
Victor Adding Machine Co.
Visirecord, Inc.

the industry's salute to all branches of the Federal government. The general theme will be how much smaller the world has grown since 1492—in terms of time, space and motion. Displays will emphasize this together with the industry's role in maintaining a sound economy. A special message from President Eisenhower will be read at the opening of the exposition.

OEMI says that the thinking behind this series of national expositions is that they will cover the entire market and afford the industry's customers better service in all parts of the country. It points out that previously many areas have not been covered adequately. Last year, for example, the industry spent over $20-million participating in some 385 shows scattered across the nation. It will spend about $1.5-million on the forthcoming Washington event, expected to be attended by at least 25,000.

Over two acres of exhibit space will be used by the 36 companies listed above to display their latest product advances. Many well-known personalities in government and industry will participate.

Commenting on the need for the exposition, Rudolf Lang, managing director of exhibits said:

"The spontaneous response to the offering reflects the industry's need for and recognition of better and more complete ways to portray its many scientific and technological developments."

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For More Information Circle No. 376

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If your business posts 200 statements a month, you do. And now Monroe offers you an accounting machine—the President—priced especially for the small businessman. Accounts receivable, accounts payable, payroll—three of the biggest accounting jobs and this one machine handles them all. A simple twist of the control knob changes from one operation to another . . . you can be sure of error-free posting and neat printed statements . . . and the President's speed saves you time—and money. Yet the cost for such big business performance is hundreds of dollars less than other accounting machines in its class. The President actually establishes a new ratio between what you pay and what you get.

It's not always easy to find the day when a small business really comes of age, but one measurement is its accounting methods. The day you buy a Monroe accounting machine is the day you buy prestige accounting—the day you *know* you're running your business efficiently . . . economically . . . like a big business.

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For More Information Circle No. 382

The Effective Use of CORRESPONDENCE

HARRY L. WYLIE

Assistant Secretary-Treasurer, Pure Oil Co., Chicago

FEW OFFICES have escaped the problems of personnel shortages, particularly in the stenographic skills. The growing shortage of stenographers is reflected in higher pay rates for starting as well as experienced personnel. One large midwestern company has 31 stenographic positions open, with some of the vacancies dating back to last December. Educators, both public and parochial, indicate that fewer high school students are taking business courses, especially shorthand and typing.

When business faces a problem which appears to endure, executives gradually overcome the problem by using alternatives, short-cuts and substitutes. A study has indicated that only about one-third of the time of the stenographer in the average office is actually spent in performing in her field of specialization—two-thirds of her time is spent on other activities which dilute her skill. In very small offices, having only one or two stenographers, this heterogenous task mixture is inevitable because specialization cannot be applied in relatively small volume situations. In medium to large size offices which are usually departmentalized, the tendency is to staff each department with sufficient manhours of stenographic skill to handle the correspondence load. Then follows a gradual period in which the stenographic skill is eroded by the imposition of clerical tasks.

A professional association in Chicago faced the need for additional stenographers to service its members through various specialized departmental activities. There were six stenographers in the pool which handled executive correspondence. An analysis of

Your Office Methods Can Be Improved

The second in a series of articles, covering the basic office functions, in which Harry L. Wylie, office management authority, shows how office methods can be improved —especially in the medium sized and smaller company.

Harry L. Wylie is the author of several books on office management and editor of NOMA's Office Management Handbook. Winner of both the Schulhof and Leffingwell Awards, 1950, he is a practicing management consultant, assistant secretary-treasurer of the Pure Oil Co., professor of industrial management at Northwestern University and past president of the Office Management Assn. of Chicago.

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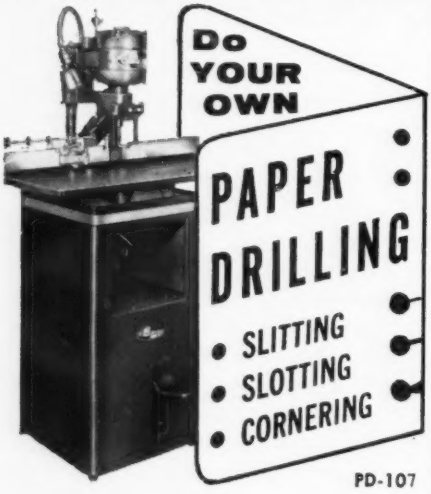

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For More Information Circle No. 237

the work demand indicated that, in most instances, dictation was given after lunch. This increased the demand out of proportion to the available manhours of stenographic skill, whereas during the morning there was idle time in the pool. An expediency as simple as scheduling fails to attract management's attention in office work, yet is used extensively in factory work. Many offices having delays in handling correspondence are not understaffed — they are overproduced in the sense that short-cuts and work reduction have not been tried. Here are some areas where economies can be made:

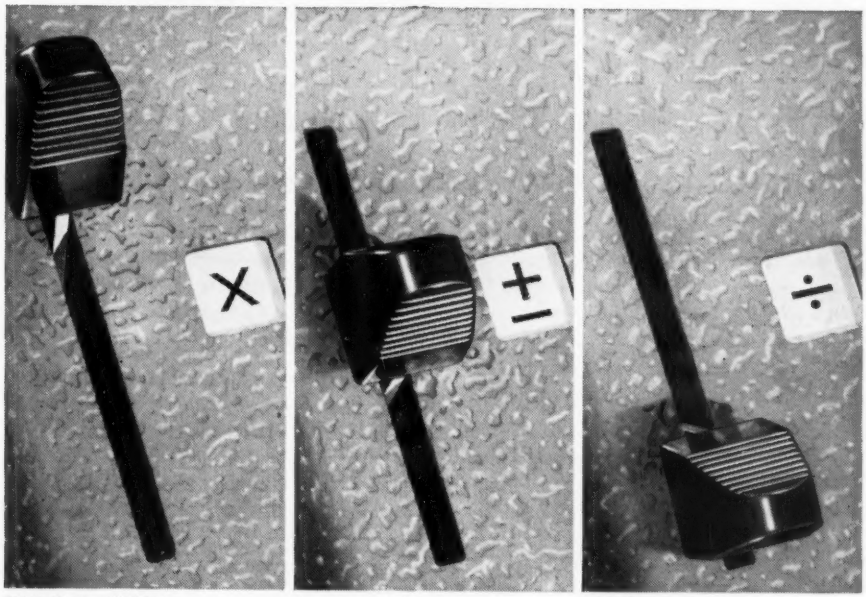
1. *Suggested Letter Forms.* Most executives who have private (personal) secretaries soon learn that the secretaries become skilled in letter composition, particularly on repetitive subjects which fall into a pattern. However, correspondents who dictate to stenographers often feel it is incumbent upon them to spell out minute details. This is a waste of time even for the stenographer who is not sufficiently familiar with the work to compose the letters without dictation.

It is estimated that about 40% of all business correspondence follows a pattern which is subject to analysis and standardization. A study of business correspondence will indicate a clumsy, verbose, and often misleading impartation of information. It must be assumed that when an employee attains the status of manager, he will also have obtained a skill in communications. To save time and assist in letter composition, a correspondence manual containing sample or suggested letter forms should be prepared.

Victor's new, completely automatic printing calculator with the

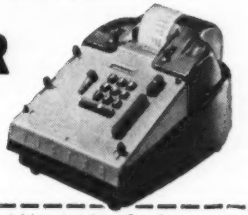
New Simpla-Key

Lets you automatically multiply, add, subtract, or divide with a flick of **One Key!**



Flick Up to Multiply | Center to Add, Subtract | Flick Down to Divide

VICTOR Automatic Printing CALCULATOR



Imagine! Multiply, divide, add or subtract with the new Victor Calculator—all automatically! Just flick the Simpla-Key—enter figures as you'd write them—and the machine does the rest. Unbelievable!

A printed tape, with a true symbol, identifies figures entered and operation performed. See the unique Victor Calculator today. Convenient terms. See "V" for Victor in the adding machine section of the Yellow Pages.

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Victor Adding Machine Co., (Canada), Ltd., Galt, Ont.

Manufacturer of Business Machines, Cash Registers, Business and Industrial Systems, Electronic Equipment, Electri-Cars.

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For More Information Circle No. 321

Today, many companies find that office disruption is the real price they're paying for expensive, complicated systems

THE HIDDEN COSTS OF OFFICE AUTOMATION

Yet there is a low-cost method adaptable to most companies' present operations

To many businessmen, the word "automation" is new enough to appear almost magical. To those laboring under inadequate office routines, it promises an immediate and painless end to bottlenecks, a standardization of procedures, faster processing of management's vital facts and figures.

Yet, to others—already involved in an automated office—it's a different story. They'll tell you that there are drawbacks, too. Hidden drawbacks that put a lot in the way of getting the results they want. Mostly, it's complicated machinery and all that goes with it. Great expense, of course; specialized personnel; training and indoctrination. And, finally, an often considerable alteration in proven business methods that forces a company into an operational straitjacket.

Faced with this reality, more and more businessmen are searching for a way to institute the office automation they need—without undue cost, complexity or confusion.

That way is with the machines and methods that make up the Automatic Keysort System. For today, *Keysort is cutting automation down to size* with a highly-flexible system that fits easily into your present operations.

With Automatic Keysort, original records can be mechanically created with either the Keysort Data Punch or Duplicating Punch—simply and accurately, *at their point of origin.* Complete processing of these same records is provided by the Keysort Tabulating Punch which automatically punches, adds and totals quantities and amounts.

Automatic Keysort today offers you the simplest means of instituting the *practical* office automation you need for complete modern management control. With little or no change in your existing methods. Without the need for specialized personnel. And at remarkably low cost.

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ROYAL McBEE · *data processing division*

NEW CONCEPTS IN PRACTICAL OFFICE AUTOMATION

For More Information Circle No. 241

2. *Form Letters.* Whereas suggested letter forms allow personal variations as a compromise to complete standardization of routine and repetitive correspondence, form letters go all the way in unifying letter format and saving time. Business has adopted the form letter as a means of cost reduction, at first reluctantly but with greater enthusiasm as public acceptance of form letters became apparent. Form letters do not lend themselves to specialized and individualized executive correspondence even though the appearance of form letters has been improved by modern duplicating processes.

3. *Form Paragraphs* are another means of saving time and improving letter construction. A series of form paragraphs should be included in a correspondence manual, each paragraph beamed at a repetitive segment of communications. Each paragraph is numbered. Dictator selects (by number) the appropriate paragraphs and dictates a personalized, but brief, portion of the letter to obtain a customized effect.

4. *Long and Short Letterheads.* It has often been said that one should dictate like one talks, in a relaxed, informal manner, if the letters are to avoid stilted and hackneyed expressions. This is fine except that one of the problems of correspondence is verboseness. Many people talk too much; or use too many words to express their thoughts. Inasmuch as letters represent a business cost varying anywhere from as little as 50c each to as much as $2 each (and much more for executive correspondence), expedients should be used to encourage shorter letters and,

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TIME *and* DATE STAMP

HELLER ROBERTS

Manufacturing Corporation

This new Roberts Model HRTD combination time and date stamp with clock face is engineered with three simple balanced units—printing head, ribbon mechanism and electric drive. It utilizes a new hammer method of printing with automatic self-aligning platens for crisp, clear impressions. Instantaneous paper-trip operation. Solid construction and fine engineering of details such as deeply engraved solid brass wheels and positive ratchets. Offers great flexibility of printing space through use of slides, word rolls and fixed dies. Choice of three colors. One of a new and improved line of time stamps, daters and numberers bearing the name Roberts, famous for numbering devices since 1889. Write Roberts Numbering Machine Division, Heller Roberts Mfg. Corp., 700 Jamaica Ave., Brooklyn 8, N. Y

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For More Information Circle No. 335

at the same time, improve their appearance. Long and short letterheads appear to have sound advantages, the least being paper cost reduction.

Management must often rely on indirect means of accomplishing an objective. For example, in one company, employees were overstaying the coffee-break. Haranguing the employees seemed inappropriate in the face of a well defined policy. A study was made of the cause of the delinquency. The coffee room was equipped with tables and comfortable chairs. Employees would gather around the tables in conversational cliques. Here, management felt, was the inducement. By replacing the tables and chairs with counters and stools, the comfort factor induced the employees to leave at approximately the end of the 15-minute break. Often a physical solution to a human problem can be found. Short letterheads induce brevity. Brevity, without sacrifice of clarity, is advantageous.

5. *Office Memorandum Forms.* There has been a point of controversy between the handwritten vs. the typed message. It seems obvious that the length of the message becomes the qualifying factor which makes one preferable to the other.

Office memorandum forms are used: (1) to transmit reports, letters, etc., for action; and (2) to communicate. If the memo form is used as a transmittal agent, it should be relatively small (about 4″ x 6″), preprinted as to the "kinds of action" desired so that checking the appropriate action is all that is required; and it should provide a limited area for personal message. The preprinted choice of action usually in-

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Beautiful, gleaming chrome Coat and Hat Racks

Single Shelf
36" $9.95

1" tubular steel, mirror-like chrome. Attach on standard 16" stud centers.

Row of Hooks @ $1.25 per foot. Use individually or attach as shown. Hooks spaced 5½" apart in 2 to 6 ft. lengths.

COAT and HAT RACKS

Single Shelf		Length	Double Shelf	
124	$ 8.95	24"	224	$13.45
136	9.95	36"	236	14.95
148	11.95	48"	248	17.95
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172	17.95	72"	272	29.95

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WHEN ONE

WILL DO?

Why use separate adding and calculating machines when *now*, you can do *all* your addition, subtraction and multiplication on one?

It's the *all-new* PLUS-O-MATIC Duplex Electric Adding Calculator, with "The Magic Multiplier,"* the one calculator for 95% of all office figure work.

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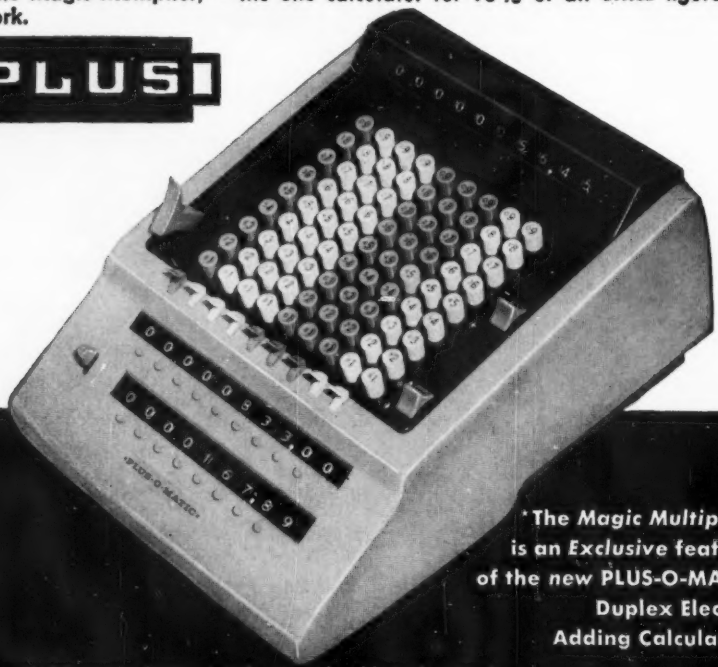

***The *Magic Multiplier* is an *Exclusive* feature of the *new* PLUS-O-MATIC Duplex Electric Adding Calculator.**

Faster because it eliminates thousands of key depressions.
More Accurate because all work-results are constantly in view.
Easy to Operate because it's so simple. Anyone can use Plus-O-Matic.
Ask for a demonstration. You'll agree that PLUS-O-MATIC'S *Magic, Plus!*

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For More Information Circle No. 279

clude: Please Handle; Please Call; Please See Me; Please Note and Return; Please Approve; Please Advise; For Your Attention; For Your File. The abundant use of the word "please" in the check-list is intended to remove the request for action from the category of command.

If the memo form is used as a means of communication for short messages (controlled by limiting the amount of space for the message), a snap-out form is recommended. It comprises three copies, each divided in half by a heavy line. The upper half provides for the address and space for the message; the lower half provides space for the reply. Both sections are *ruled* with ½″ - spaced horizontal lines (two per inch). The first snap-out separates copies 1 and 2 (which remain together) from copy 3. Copies 1 and 2 go to the recipient and copy 3 is retained by the sender. After the reply is written, the form is again snapped, separating copies 1 and 2—the first is returned to the originator; the second remains with the person who has replied. Copy 3 is destroyed when reply is received by originator.

6. *Window Envelopes.* Typing the name and address on the envelope usually constitutes about 10% of the total typing of letter and envelope. Elimination of the address on the en-

ONE BOSTON TO A DESK

BOSTON CHAMPION

4 decorative colors; blue—green—sandtone—gray

The finest in convenience! Boston Champion portable pencil sharpeners save time . . . build efficiency. Order today from your local stationer.

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Shear-Action
CORNER ROUNDERS

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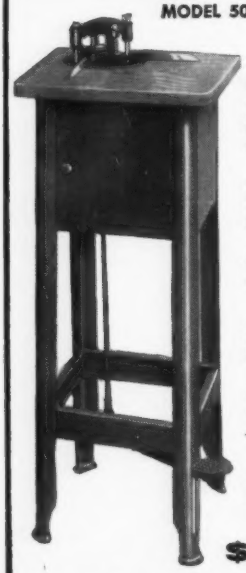
$24.00

Prices include one plug-in cutting unit.

MODEL 50 (Foot Operated)



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2. Self-honing knives stay sharp longer.
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6. No replacement of cutting blocks.

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For More Information Circle No. 287

velope, therefore, reduces the typing load for correspondence by 10%. There has been a noticeable increase in the use of window envelopes during the past few years, probably as a result of the labor-saving efforts which so often attend personnel shortages.

It seems so obvious from an analysis of the typing load that effort spent in duplicating even the modest amount of typing associated with envelope addressing is waste that is compounded as correspondence volume increases. The successful use of window envelopes requires only a small degree of standardization in developing a paper fold that will bring the address into proper position with the window. Guide dots or marks which do not detract from appearance of a letterhead can be used to guide folding.

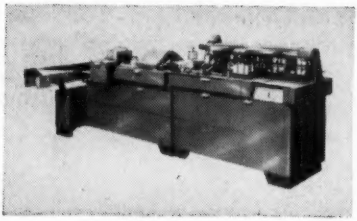
Although not a tangible point in the effective use of correspondence, it becomes increasingly important as office costs rise to decrease the number and length of letters. This is not accomplished by directive, but by training in letter writing and by substituting, at least in part, other forms of communication (form letters, etc.). In this same area there is the problem of how many copies to make and to whom to send them. Many companies give silent approval to the almost indiscriminate distribution of letter copies. This theory of "information dissemination" on a broad basis appears sound until one analyzes the storage and handling cost of the many copies of letters which are distributed.

In analyzing correspondence it is not uncommon to find instances where so many copies are made that double and

HOW MUCH OF A BARGAIN MUST A PHILLIPSBURG INSERTER BE BEFORE YOU'LL BUY ONE?

The women – bless 'em – love a bargain. But somehow we men folks don't trust a bargain. A bargain doesn't always have to be picked up from the Mark-Down counter. Executives who recently have been pokin' around the mail room know a bargain when they see the Phillipsburg Inserter. Rising postage costs and dislocated help . . . overtime and supervisory time . . . overhead and understaffing . . . all create a pressing need for self-servicing the mail – mechanically! The Phillipsburg Inserter is a bargain any way you look at it . . . for big or little mailers. It pays for itself many times over by automating the gathering and stuffing of mail matter. *Where's that trading instinct Mr. Bargain Hunter?*

PHILLIPSBURG INSERTER



FINER PRODUCTS THROUGH **IMAGINATION**

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PHILLIPSBURG, NEW JERSEY

Successor to Inserting and Mailing Machine Company

For More Information Circle No. 233

Pan-American Jet Clipper

GO JET!

Quickly and smoothly, in your travel, by modern jet airliner; in your erasing with Jet Erasers. Bring Jet Age speed and progress right into your office with these modern Weldon Roberts Erasers, wonderfully new and time-saving, unbelievably clean in use. Handy, businesslike, luxury-textured rubber cores in inviting, clear-plastic holders with pocket clip for executives; with whisk brush for typists. Holder tip unscrews so eraser stick can be moved outward. Refills, of course.

NO. 855 TWIN JET. *BRAND NEW!* Double-ended, for dual use. Contains both gray and red rubber cores; gray for erasing typewriting and ink; red for pencil erasing and cleaning. Made with pocket clip.

NO. 827 JET. Gray rubber core for erasing ink and typewriting. (No. 8270, with whisk)

NO. 838 BALL POINT JET. Green rubber core for erasing ball point ink and India Ink. (No. 8380, with whisk)

NO. 825 JET. Red rubber core for pencil erasing and cleaning. (No. 8250, with whisk)

Refills for each texture

Ask your stationer for Jet Erasers (by style number above) or get the JET TRIO SET, 827, 825, 838, with a refill for each, in attractive, clear-plastic box.

WELDON ROBERTS RUBBER CO.
365 Sixth Avenue, Newark 7, N. J.
World's Foremost Eraser Specialists
For More Information Circle No. 320

triple retyping of the original is required. Copies of letters are distributed for one of two reasons: (1) to request action as a result of the letter; and (2) to inform others of the letter's contents. In this latter category, a definitive policy should be made. Routing one copy through the channels for informational purposes appears preferable to multiple copy distribution, and provides the additional advantage that those who read the letter usually initial it thereby assuring the sender that its contents have been noted.

An alternative is to distribute a limited number of copies to those who have need of the information, but instead of filing the copies in the regular department files, place them in a temporary file which is periodically cleaned out. Only the originating department's copy is retained. Centralized filing accomplishes the same objective because only one copy will be retained from the many which will find their way to central files.

Before we close on the subject of correspondence, the weight of paper stock used for letterheads should be scrutinized. The heavier the paper, the more postage will be required for mailing multiple page letters. If a company's correspondence is lengthy by requirement, and if there is a volume of correspondence, lighter weight stock will reduce the postage cost. The weight of paper stock can be reduced without reducing the grade of paper or greatly sacrificing the appearance of the letter which often is an important prestige factor.

(Next month Mr. Wylie will discuss the Effective Use of Space.)

Eye-Opening Discovery!

FLO-MATIC CONTROL

office copying ends solution handling forever!

With "Flo-Matic Control" there is no more handling of solutions—no more filling and emptying of trays. Flo-Matic is SO CLEAN that you could operate it while wearing an evening dress (or tux) without fear of a single smudge! Easy? All you do is flick the "magic-button" and the developer feeds quickly . . . cleanly . . . automatically. That's all! But you've got to SEE "Flo-Matic Control" IN ACTION to really appreciate this revolutionary new discovery in office copiers.

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Write for details or call your nearest Cormac office.

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I'm interested in learning more about Flo-Matic Control.

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Address_____

City_____ Zone____ State_____

CM-36

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in office and plant...

continuously measures and records machine utilization

Is your expensive machinery or equipment fully utilized?

"TR-T" gives you the answer!

TR-T records **on-off** time of any machine to which it is electrically connected. Stylus marks (on a continuous, time-printed tape) exactly when that machine started, how long it ran, when it stopped.

Actual productive time is totalled on a direct-reading register.

Access window enables employee to note on tape reason for downtime. Tapes run continuously for four months. Stylus uses no ink.

TR-T tells you when anything happened, how long it lasted.

TR-T data-on-tape is an accurate basis for **cost analysis** in plant or office. Ideal for time study, production comparison, pinpointing bottlenecks, preventive maintenance and hundreds of other applications.

Price of standard model is **$65.** For details, write for Brochure OR-9.

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For More Information Circle No. 444

How to Plan QUALITY Management

WALTER L. HANNAN JR.
Management Analyst,
Bureau of Supplies & Accounts,
Navy Dept., Washington, D. C.

QUALITY MANAGEMENT allows us to worry less about errors that don't materially affect the end product while we watch those areas where errors will significantly alter the finished job. This eliminates an otherwise unrecognized duplication of effort—the unwarranted time spent in the review of paperwork.

To achieve the fundamental goal of quality management, which is to secure an optimum balance between quality requirements and the cost of attaining these requirements, the following objectives must be our targets:

- Improve the quality of work.
- Reduce or eliminate unnecessary reviews.
- Provide, when coupled with work measurement data, a more precise method of evaluating and controlling the company's effectiveness.
- Provide a more effective method of evaluating individual employee performance.
- Instill in all employees a quality consciousness.

The achievement of this goal should result in increased production, reduced operating costs, and better utilization of personnel.

Quality management and its techniques constitute a tool for dealing with

YOU CAN'T MAKE A MISTAKE

NEW HARRIS 3-in-1 SOLUTION
NEW "DOUBLE-DUTY" DUPLIKATOR

...the only sensitized aluminum offset plate with two guaranteed printing surfaces

Even blindfolded, you'll get *perfect results every time* if you follow label directions. Just rub new Harris 3-in-1 Solution on a new Duplikator, then wipe it off. Turn the plate over and repeat the process. In 60 seconds a perfect image on each side. Shadow areas stay open. Highlight dots print true. Contact your dealer for a demonstration.

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A Subsidiary of Harris Intertype Corporation
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For More Information Circle No. 221

The OFFICE VALET®

Only Office Valet Units provide an efficient, completely flexible space-saving and sanitary system of storing employee "wraps." They will double lockerroom capacity, and can be fitted into any available space near point of work. They keep wraps out in the open, spaced apart, aired, dry and "in press."

Office Valets accommodate 3 persons per sq. ft. of floor space. They are functional and modern in design, are beautiful in new baked enamel finishes and are built for lifetime service of strongly welded and reinforced heavy gauge furniture steel.

3U-4 Office Valet Rack. 4'3" long — capacity twelve coats and hats, overshoes and umbrellas. 3U Valets available in any length 3'3" and longer by the foot.

No. 342 Valet Wall Rack mounts directly on any available wall space. 3, 4, and 5 ft. units interlock to make continuous racks of any length.

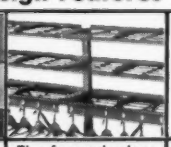
2U-4. This attractive 4-ft. double-faced unit accommodates 24 people.

S-6 Office Valet Costumer. Six spaced hangers — six individual hat spaces—and umbrella rack. Ideal for private offices and reception rooms.

Exclusive Office Valet Design Features

Hats rest on high embossed ribs in spaces individualized by even higher cross ribs. Shelves slotted to permit drying and prevent dust accumulation.

Shelf bracket has new wide box design and receives shelves from either right or left sides. Shelves snap-lock rigidly into position to make racks of any length.



The forward edges of shelves are smooth wide closed face channels. Forward ends of bracket arms provide slightly over-lapping radius facing. Valet equipment always has a custom made appearance.

Add-on feature assures not only maximum efficiency today but for future expansion or alteration as well. Exactly matching 3', 4' and 5' sections assure perfect fit in all situations.

Write for Bulletin OV-10

Manufactured only by

Sold by office equipment dealers everywhere

VOGEL-PETERSON CO. 1121 West 37th Street • Chicago 9, Illinois

For More Information Circle No. 330

the quality of work, just as work measurement deals with the quantity. A number of important principles have been developed as a sound, systematic and practical basis for attaining the objectives outlined above. Among the most important principles are:

1. It is generally more effective to build quality into work at its origin by finding and eliminating the causes of errors, than to achieve it by screening completed work for mistakes and correcting them when found.

2. The cost of finding and eliminating errors by a review process must be compared to the benefits resulting from decreased errors, to find the extent of review which is justified.

3. Errors never can be completely eliminated from work. Therefore, make due allowance for the known error factor and concentrate on controlling errors as far as is economical, recognizing that a certain number always will be made.

4. Quality management should be a continuing, rather than a one-time, process based upon regular systematic collection of error data.

5. Sampling techniques can be used in many cases to reduce the cost of an existing review or to obtain information when manpower is not available for a review of all work.

6. The quality of clerical work depends primarily upon the performance of people. The importance, therefore, of securing employee confidence and cooperation in the program cannot be overemphasized.

7. Quality management should be directed toward helping employees improve the quality of their work rather

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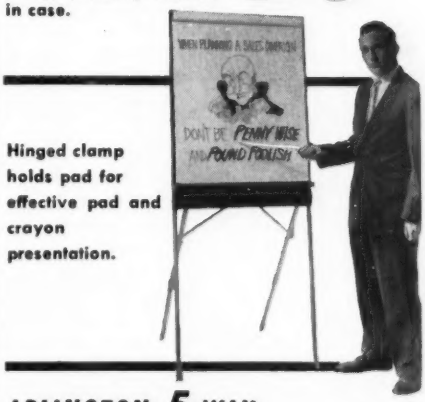
Easel, used as chalkboard —folds in a jiffy. Lightweight, easily carried in case.



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Four paper pads	$12.00
Flannelboard accessory	7.00
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For More Information Circle No. 437

than penalizing them for poor work. Quality is directly related to the merit of the individual, the environment or the learning process. Careful and continuous training is essential.

8. Quality management techniques are normally more useful in large volume, repetitive clerical work. However, they may be successfully utilized in many small volume operations.

When an office operation has been selected for coverage by a quality management program, a pilot study should be conducted so that valid statistics on production, rate of production, frequency and distribution of errors uncovered, error rate, etc., can be established on the operation. At the same time, obtain support by top management and indoctrinate supervisory and operating personnel in quality management. Basic installation steps are:

Identify existing reviews and determine purpose, scope and cost of these reviews.

Establish an error recording system and classify errors by type, source and frequency.

Analyze error data by study of frequency, cause and source of each type of errors. Determine error rate or quality rate. Determine trend by analyzing successive reporting periods and graph this data if desirable.

Develop and apply remedial action with assistance of both line supervisory and staff personnel. Concentrate attention on error types which occur most frequently and on employees most error-prone. Identify errors caused by faulty procedures, insufficiently trained

(Continued on page 300)

IF YOU USE CARD RECORDS

You can save time with . . .

MAGNE-DEX

VISIBLE CARD SYSTEMS

"The Card That Walks"

The Nation's Fastest Card Finding Systems—By Your Own Test

MAGNE-DEX provides VISIBILITY for any card record file. The headings on 15 to 20 cards become instantly visible wherever the operator places her hand to pull, replace or rearrange a card. This MAGNE-DEX feature saves up to 60% in time compared to conventional files of all types. Let us show you how MAGNE-DEX can improve the card file in your office, whether it contains a few hundred or thousands of cards of any size.

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For More Information Circle No. 428

A demonstration will show you how a HEYER CONQUEROR delivers 330 copies in 3 minutes for a fraction of a cent each!

With the Heyer Automatic Electric Mark III Conqueror, duplicating is as easy as dialing the telephone—and just as fast! Just snap the master in place and push the motor bar. Presto—3 minutes later the last sheet is printed and the Conqueror shuts off automatically! You have 330 copies in 1 to 5 colors. Best of all, after only 4 or 5 minutes' instruction, anyone can operate the Conqueror. You'll also appreciate the time saving visible fluid supply, and the feed tension control which lets you dial correct tension for anything—thin papers to post cards, even newsprint.

A Conqueror for just $214.50*

This low price for the MODEL 70—Hand operated with all features except electric drive. MODEL 76A—Electric, automatic start-stop $299.50.* MODEL 76B—Automatic, electric with 11" and 14" cylinder stop selector $324.50.*

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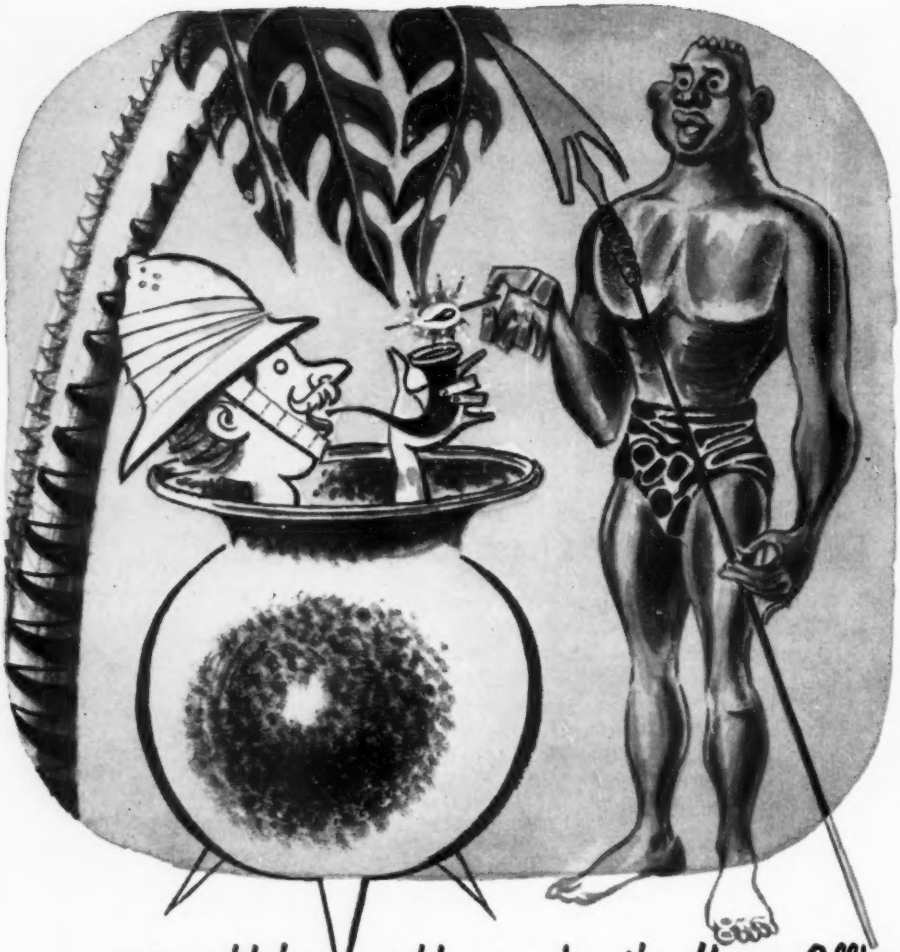
For More Information Circle No. 383



say, old boy would you wire the Home Office to file my records under "P" for POT-TED?

Whether you file it up or down, on its side, or under your arm, in a cover, in a wallet, or under a lid, in a drawer or on a shelf . . . whether you file it in the office or at home . . . Yes, regardless of what it is you want to file, regardless of how, where and when—Your Smead Dealer is the man to see. He'll find the right solution to your filing problem in the all-inclusive Smead line of filing and stationery products.

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Smead **MANUFACTURING COMPANY**

HASTINGS, MINNESOTA CHICAGO LOGAN, OHIO LOS ANGELES

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new economy adding machine by addo-x

economy priced to save you money—4-way guarantee and continuous-duty design assures long trouble-free service———the famous "addo-x" features include: direct subtraction——repeat add and subtract——total and subtotal in red——direct-action function keys——symmetrical, interlocked keyboard———7/8 capacity see your dealer or write: "addo-x" 300 Park Ave. NY 22

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recording studio clarity

MAKES POSSIBLE WORLD'S MOST EFFICIENT, VERSATILE, REMOTE OR NETWORK DICTATION SYSTEMS

BUSY MEN USE *Scribe*

(1) Exclusive Miracle Mike controls all operations of the machine. (2) SCRIBE PAK Preloaded tape magazine snaps on—no irksome threading, no need ever to touch the tape. (3) Play back recording through Miracle Mike. Combination single and double earset supplied for transcribing.

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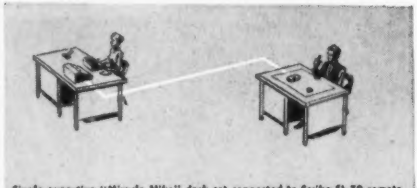
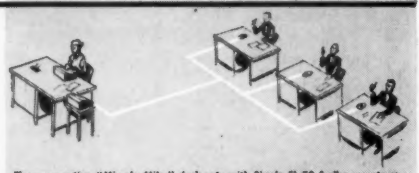


Single executive "Miracle Mike" desk set connected to Scribe SI-70 remote recorder transcriber. Machine permanently at secretary's desk. "Miracle Mike" controls all functions of remote dictation.



Three executive "Miracle Mike" desk sets with Single SI-70 Scribe remote recorder and SI-60 transcriber. Allows secretary to transfer SCRIBE-PAK tape magazine to transcriber freeing central machine for dictation while previous material is being transcribed.

Six executive "Miracle Mike" desk sets connected to 2 Scribe SI-70 remote recorder-transcribers. When either machine is in use (indicated by light on executive station) selector switch on desk set permits other dictators to select idle machine. Separate transcriber need depends on work load requirement.

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6949 W. North Ave., Oak Park (Chicago), Ill.
Please send me complete information about the new SCRIBE dictation systems.

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The above are representative remote installations. Any combination of the various Scribe remote dictation systems can be devised to suit your needs.

NO OTHER DICTATION SYSTEM RECORDS WITH THE CLARITY OF SCRIBE! SCRIBE SI-70 remote is the most versatile and efficient equipment available for any kind of remote or network system. Scribe records your dictation on reusable, high fidelity Mylar magnetic tape—preloaded in 30 or 60 minute tape magazines. Every syllable is recorded crystal clear. With magnetic tape you just dictate over errors as you go. All operations are controlled by fingertip touch at the exclusive "Miracle Mike." Rugged, commercial-size Scribe remote dictation systems are versatile—ideal for switchboards, intercom systems, or any recording needs. See your Scribe dealer for the system best for your requirements.

A PRODUCT OF SCRIBE INTERNATIONALE, A DIVISION OF GENERAL SINTERING CORPORATION—Franklin Park, Illinois.

For More Information Circle No. 291

The fabric typewriter ribbon that writes like printing! Writes sharper and lasts longer than any other ribbon.

It's a revolution . . . carbon ribbon sharpness and clarity from a fabric ribbon! Because of their extreme sheerness and special chemical treatment, SUPER KEMLON ribbons give the sharpest and cleanest impression of any fabric ribbon ever made!

It's a revolution . . . in economy, because *Super Kemlon* ribbons are absolutely guaranteed to outlast all others! That's because of the tensile strength of this miracle fabric, because of its unheard-of length, and because the ink absorption is the highest of any ribbon made.

It's a revolution . . . because of the "prestige look" you get from SUPER KEMLON's distinctive clarity and neatness.

It's a revolution . . . a full 36 yards—three times the length of the ordinary ribbon—can be wound on a standard spool.

IT'S A REVOLUTION . . . IT'S A SUPER KEMLON TYPEWRITER RIBBON!

TRY IT ONCE—WE KNOW YOU'LL NEVER USE ANYTHING ELSE!

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Established 1906—Manufacturers of World Famous Klean Write Stencils, Typewriter Ribbons, Carbon Paper and Ball Pens.

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Please send me a trial order of _____ dozen SUPER KEMLON Typewriter Ribbons

☐ 36-yard for IBM per doz.—$40.00 ☐ 24-yard ½ inch ribbons per doz.—$28.50

If I am not completely satisfied, I will return the unused portion of the order and remit no payment.

Name _____
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For More Information Circle No. 266

Colonial Golden Rulesmanship:

"...and to value your smallest accounts equally as your largest!"

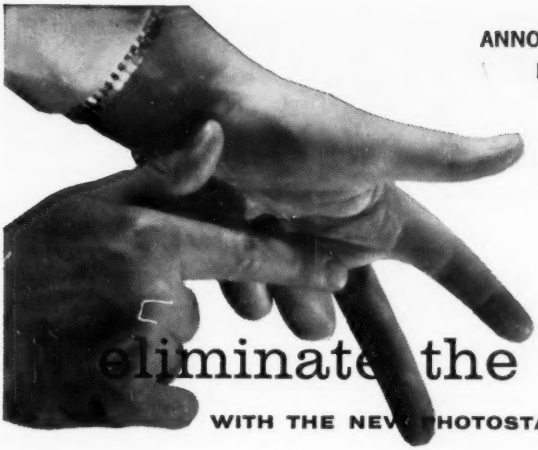
We are proud that the superior quality of our products has earned us the friendship of so many fine firms, and we take extra pride in meeting their special requirements with care and promptness.

We at Colonial will be happy to discuss *your* special requirements ...may we hear from you?

Specialists in the manufacture of spirit master units, spirit carbon, hand cleansers and fluids.

Colonial Carbon Company SKOKIE, ILLINOIS

Serving the wholesale trade exclusively



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Extensively tested and proved in the field, the Photostat Positive Process is presently being used by government, business, and professional organizations. We recommend that you investigate the many possibilities of this new advance with its wide range of applications where a high-quality positive print is preferred.

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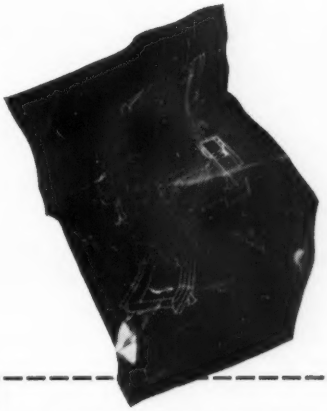

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PHOTOSTAT — PHOTOCOPYING OFFSET AND MICROFILM EQUIPMENT

For More Information Circle No. 318

←For More Information Circle No. 181

New Products

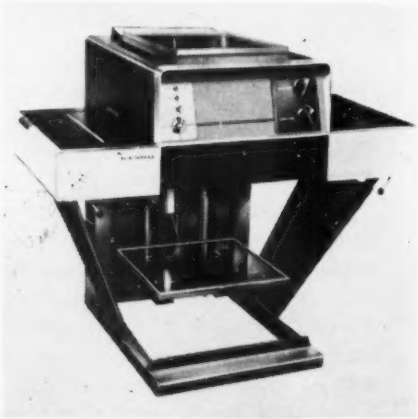
COMPUTER TYPEWRITER

Bendix Computer Div., 5630 Arbor Vitae St., Los Angeles 45, Calif., introduces a fully alphanumeric typewriter for the Bendix medium-scale G-15 digital computer. Data entering and leaving computer via the typewriter can be identified with alphabetic information and a variety of special symbols. Headings for columnar

typeout, as well as complete format control, can be programed. All information is typed into the computer in normal typing manner. Upper and lower case letters, numbers and special symbols are typed out directly, without manual encoding of alphabetic data, conversion subroutines or programed carriage shifts. The G-15 is available with a choice of alphanumeric typewriter or standard numeric typewriter. Both units utilize a new base configuration which provides maximum reliability. **For More Information Circle No. 140.**

VERTICAL CAMERA

Kenro Graphics, Inc., Dept. F-9, 25 Commerce St., Chatham, N. J., makes the Kenro Vertical 24 Process Camera that exposes full 18″ x 24″ negatives. It also produces direct paper-to-paper, right-reading photocopies and exposes standard size xerographic plates. The camera copies at same size, enlarges or reduces. The Kenro Vertical 24 Camera is used primarily to make line and halftone negatives for the preparation of small offset plates for the Webendorfer 17″ x 22″ and the ATF Chief 15 and 20, as well as other offset duplicators. A standard film head, furnished with the camera, makes line shots and halftones on film, paper or other

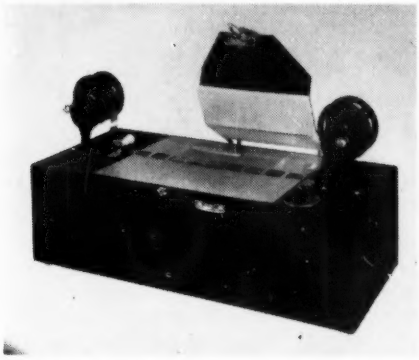


photosensitive materials. Holder accommodates film in all sizes up to 18″ x 24″, permitting gang run, 4-up, of 8½″ x 11″ bleed. A xerographic adapter head interchanges with the standard film head and is adjustable from left to right, permitting uniform gripper margins on the plate. It accommodates standard xerographic plates used with offset presses and duplicators, and makes direct exposures up to 11″ x 14″, permitting low-cost, rapid offset reproduction of copy such as letters, catalog sheets, forms, illustrations and statistical

data. The prismatic head, another accessory, produces right-reading photocopies, positive or negative. This permits direct paper-to-paper reproductions, eliminating negative intermediates. Using either Projection Positive Paper, Resisto-Rapid Paper or equivalents, positive or negative images on paper can be obtained dry and ready for use in five minutes or less. Camera may be operated either inside or outside a darkroom. Lenses are turret-mounted. An improved copyboard mechanism facilitates loading and unloading copy. Camera comes equipped with Goerz lens, lights, precision sizing and focusing controls, and automatic exposure timer. All operator has to do is load copy and photosensitive material, set size and focus, and press the button. **For More Information Circle No. 142.**

MICROFILM PRINTER

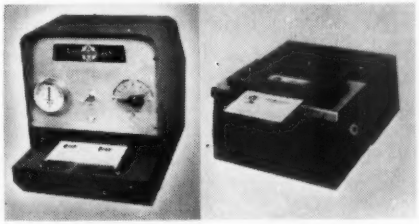
Kalvar Corp., 909 South Broad St., New Orleans 25, La., announces the KalvaKard printer, a unit designed to selectively contact print micro-images on KalvaKards and Kalfax films. KalvaKards are film cards treated with a heat-developing emul-



sion of reproduction speed. This unit entails no darkroom, no chemicals, and absolutely no odors. Printing can be done right in the office. Exposure and development time is said to be less than 30 seconds. The unit will contact print from selected frame or frames of 16mm, 35mm, 70mm, or 105mm roll microfilm to an individual KalvaKard or strip Kalfax microfilm. The model shown handles 16 and 35mm film. Adapters are available to extend its use to 70 and 105mm sizes. Exposure masks for selected frame printing in various aperture sizes are also available. This printer is one of several units used in the Add-A-Frame process, a basically new system of photography that does away with chemical processing and darkrooms. Unit is 12¾″ high, 25″ wide, 12″ deep; weighs 25 lbs. and operates on 110 volts, 60 cycle AC, 3 amps. For descriptive literature and prices, **Circle No. 141.**

IDENTIFICATION CARDS

Addressograph-Multigraph Corp., 1200 Babbitt Road, Cleveland 17, Ohio, offers a self-writing identification card system, all the parts of which can be completely assembled in the office. Two units, a

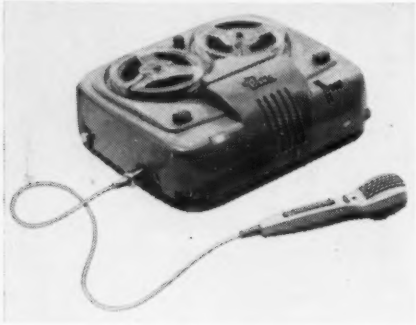


simple die-cutter and an automatic laminating press, provide industry, government agencies, military organizations, banks, schools, credit institutions, etc., with a method of making attractive, tamper-proof cards, that combine positive identification with a self-writing medium. Information is typed or handwritten on a thin plastic center core, fingerprints transferred and photos added. Completed card is then sandwiched between strips of transparent vinyl and laminated. Assembled card is then die-cut, embossed in a Graphotype machine, and raised letter tipped in a matching or contrasting color. Until now, processing this type of identification card was an outside project. Addressograph-Multigraph has designed automatic controls into the laminating press and die-cutter and simplified the operation so that clerical

personnel can produce quality cards after a few minutes of instruction. Press is an electrically-powered hydraulic unit with one knob controling heat, pressure and time. It starts and stops automatically, needs no plumbing or special wiring. Die-cutter is also electrically powered and hydraulically operated. It is safe to operate because it has no knives or blades. Cards are cut automatically with a punch and die. **For More Information Circle No. 143.**

DICTATING MACHINE

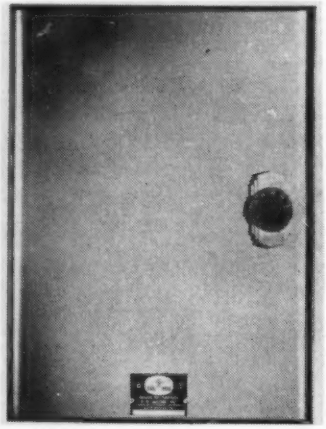
Cole Steel Office Machines, Inc., 415 Madison Ave., New York 17, N. Y., introduces the Cole Dictater, a dictating and transcribing unit designed by Germany's foremost technicians. Compact and weighing only 11 lbs., 4 ozs., it is ideal for traveling and operates in planes, trains and autos, as well as in homes and offices. A slim automatic microphone provides simple finger controls which guide all dictating



operations: start, stop, recording and playback. The Cole Dictater has a powerful full-fidelity speaker for clear, natural voice reproduction. A special volume control eliminates background noises. Each recording is clear and static-free on the lifetime magnetic tape provided with each machine. Dual recording track provides twice as much dictating space and a reel records up to two full hours. Dual track also allows corrections and additions, making it possible to give secretaries error-free dictation. Cole's precision tape counter locates any section of the recording quickly and easily, and may be used with log pad to give an accurate picture of each recording session. Priced at $220 plus tax, including machine, microphone, two-hour reel of reusable magnetic tape, log pad and dust cover. Unit adapts easily for transcribing with a foot control, and stethoclip with earphone. This additional equipment may be purchased separately along with a complete line of accessories including adapter which records both ends of a telephone conversation, and powerfully amplifies the recording. **For More Information Circle No. 190.**

KEY CONTROL SYSTEMS

P. O. Moore, Inc., Glen Riddle, Pa., announces TelKee key control systems with Sargent & Greenleaf combination locks, eliminating the only "problem key"



in key control: the key which locks the cabinet holding all the other keys. TelKee systems with combination locking are suitable for top secret and classified applications as well as industrial, commercial and institutional applications where maximum security is essential. Three combination locks will be offered. On all wall cabinets (capacities 25-450 key hanging hooks) and on Diplomat wall table model (capacities 500-1200), customer may specify TelKee CLSA, standard S. & G. combination lock, or TelKee CLSB, S. & G. Spy-Proof

locks. On Aristocrat (150-450 capacity) and Diplomat Models, TelKee offers the S. & G. Manipulation Proof lock CLSC. CLSA and CLSB are dead bolt locks with 8,000 possible combination changes. TelKee CLSB has an encased dial which restricts observation of dial numerals to person dialing. The Manipulation Proof is a key change lock with one million combination changes, and provides absolute security against entry either by manipulation through sense of touch or sound, by "reading" or by the use of electronic listening devices. It is listed as a Group I lock by Underwriters Laboratories, Inc., and meets the military specification L00 155-96B. **For More Information Circle No. 144.**

FILM APERTURE CARD FILE

Rol-Dex Div., Watson Mfg. Co., Dept. O-1, Jamestown, N. Y., makes the RL-73 Standard Modular file which will hold 31,020 microfilm aperture cards in trays. It has a rolling work shelf for use by seated operator. Floorspace required is 52½" x 31¾". When more than one unit

is used, end panels are removed and an intermediate leg substituted. Rolling chair can be furnished to complete the work station. Also made in smaller capacity size, in stand-up working height, and with 4" swivel casters for mobile facility. For illustrated literature on this and other microfilm systems files, **Circle No. 145.**

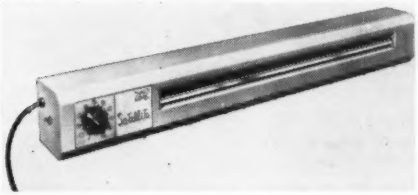
ATTACHE CASE

Leathercraft, Inc., 2320 S. Western Ave., Chicago 8, Ill., offers the Sturdex attache case. Sturdex is a material said to be so durable and suitable for business cases that the manufacturer guarantees this case for five years. It comes complete

with removable legal size, five-pocket underarm portfolio, convenient for use with or without attache case. Other features include French edge construction, a writing desk partition, and a Perm-Handle that is guaranteed for the life of the case. **For More Information Circle No. 132.**

WHITEPRINTER

Eugene Dietzgen Co., 2425 N. Sheffield Ave., Chicago 14, Ill., offers the Satellite Printer which is compactly designed (5" x 5" x 44") and can be hung on a wall or



placed on shelf or table. One dial controls speed and permits exact reproductions from any translucent original. It handles prints up to 30" wide and any length. The Satellite Printer may be used with

either the ammonia or semimoist developing process. **For More Information Circle No. 146.**

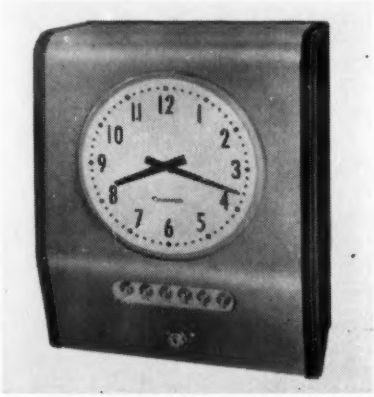
REFRIGERATOR-WATERCOOLER

Sunroc Division CF, Glen Riddle, Pa., makes the Cool-R-Frig combination refrigerator and water cooler that serves cold drinking water and 185°F. hot water. It safely stores foods, beverages, and other perishables at 42°F. A freezing compartment has two aluminum ice cube trays, and makes ice 4-5 times daily, as required.

Interior design features all rounded corners for sanitation and easy cleaning. Entire refrigerated area is made accessible by door designed like that of a home refrigerator. Door is full length, side-hinged to open wide for maximum convenience, recessed for extra storage space. Upper half of door is refrigerated for additional cold storage; lower half is an unrefrigerated storage area. Unit dispenses cold drinking water through chrome plated bubbler with sanitary angle stream guard. Hot water comes through chrome plated, push-button glass filler. Water temperatures are thermostatically controlled, and unit maintains hot water tank at atmospheric pressure eliminating expense of a relief valve. Hot water service effects economy and convenience by eliminating time for outside coffee-breaks. With a capacity of 50-60 cups per hour, unit easily meets requirements of up to 25 people. It is also available without hot water feature. Cool-R-Frig is furnished with a heavy gauge, cold rolled steel cabinet in gray hammertone enamel with sanitary stainless steel top in satin finish. Entire cabinet and top are easily maintained. Size is 39⅜″ high x 15″ wide x 15″ deep; net weight about 108 lbs. **For More Information Circle No. 202.**

MASTER TIME CONTROL

Cincinnati Time Recorder Co., 1733 Central Ave., Cincinnati 14, Ohio, makes a master time control for operating automatic heating, lighting, ventilating and air conditioning on five minute intervals. With



six individual circuits, the MC 6524 control also operates electric doors or illuminated signs. It can sound program bells when equipped with a duration switch. Since each circuit can be individually timed on a 24 hour basis, each automatic operation can have its own on and off timing, with only one wire required for each circuit. There is a quick-change calendar device for silencing any circuit during any 12-hour period of the week. Duration switch with range of 2-25 seconds is provided. If automatic operation is not desired, each circuit can be

manually controlled. Locked cover prevents manual switches being operated without unlocking. Pilot clock remains visible without opening cover. Unit in gray wrinkle finish, is 6½" deep, 8 13/16" wide, 14¾" high. Each circuit is 15 amps. at 115 volts. **For More Information Circle No. 147.**

ADDING MACHINE

Addo-x, Inc., 300 Park Ave., New York 22, N. Y., announces the Model 441-30 three position shuttle carriage adding machine with two separate total registers (down totals), and split motor bars for

vertical and horizontal postings. This machine can be made to function in three different ways, by means of a selector lever: (1) as a grand total adding machine with add/subtract in first register and add in second (grand total) register, without shuttling; (2) for non-add listing of numbers in first column, adding in second column, and adding and subtracting to zero in third column; (3) for non-add listing of numbers in first and second column, adding and subtracting to zero in third. The three position shuttle carriage machine with two down totals can be used as a statement and billing machine using numeric codes for commodity description, or for numerous types of listing or column work where there is need for two numbers and an amount, or one number and two amounts. **For More Information Circle No. 165.**

COPYING GUIDE

Cormac Photocopy Corp., 80 Fifth Ave., New York 11, N. Y., offers the Cormac Select-O-Master Office Systems Guide which comprehensively lists results of field studies by Cormac, and time and motion experts. It resembles a simplified rotary slide rule. Designed for easy readability despite the many listings, the Select-O-Master provides data on office copying techniques and applications in 18 general industries, businesses and professions with 12 departmental breakdowns. Cormac is making the guide available at no charge to executives who write for it on their company's letterhead.

PORTABLE TYPEWRITER

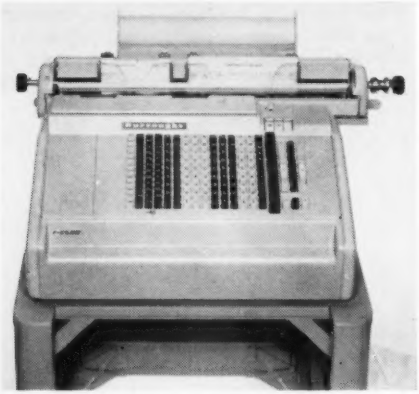
Inter-Continental Trading Corp., 90 West St., New York 6, N. Y., introduces the SFS Olympia portable typewriter, which differs from the SF model in its extra equipment. The SFS has a touch

control (under front cover), so that touch can be regulated to typist's personal preference. Margin stop scale and linespace indicator are of Plexiglas, and serve as automatic paper guide. Paper support springs upright automatically when release

button is pressed. Chromium strips and carriage sides decorate exterior which is available in fashionable colors. Other equipment includes margin release which acts as type lever disengager, erasing support, carriage lock for security in transit, correcting and margin alignment spacebar, etc. There is a choice of a plastic or leather carrying case, or zip cases with stationery pockets. **For More Information Circle No. 210.**

ACCOUNTING MACHINES

Burroughs Corp., Detroit 32, Mich., makes the Series F5000 automatic accounting machines designed for all types of businesses. The general purpose machine is equipped with a dual printer that increases operating speeds by as much as 50%. Like the Sensimatic, the new line fills the middle ground between the company's small portable bookkeeping machines and high speed electronic data proc-



essing equipment. Prices range from $3000 to $7500 on ten models designed to improve bookkeeping operations that require two original records, such as a statement and ledger. Machine prints both records simultaneously. Accounts receivable, accounts payable, payroll, inventory, bank bookkeeping and posting to subsidiary ledgers are among the many accounting tasks it will handle with greater speed and accuracy. One of the two printing heads can be de-activated for accounting functions that require only a single printing. All models will be equipped with program panel capable of directing them to perform up to 35,000 functions without assistance from operator. It can be programed to perform four totally different accounting jobs with a simple turn of a knob. Other features include modern styling, conventional keyboard input, controlled gang printing output, two to 19 memory-storage units with a maximum capacity of 228 digits, and automatic readout of data accumulated in storage units. **For More Information Circle No. 110.**

PHOTOCOPY PAPER

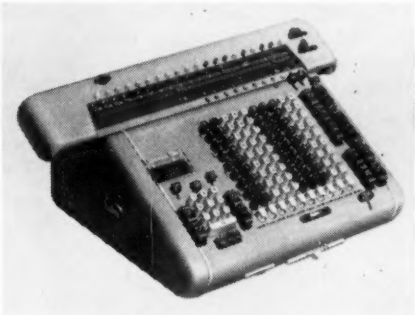
Nord Photocopy & Business Equipment Corp., 300 Denton Ave., New Hyde Park, N. Y., announces PH (Photocopy Halftone) paper for easily copying any type of photograph—whether black-and-white or color—on any low cost Nord Photocopy

Machines. Inexpensive copies of photographs or other continuous tone originals on PH papers can be ferrotyped to give high, glossy, professional finishes. PH papers also can be used to make acceptable halftone originals for use on electronic stencil-cutting machines. A special film is available to make masters for blueprint and diazo machines. With the Nord Wizard Copying Machine and PH papers,

many combinations of photographs and line, surprinting and stripping can be easily done in any office without darkroom or specialized photographic equipment. For a brochure describing PH paper, **Circle No. 148.**

CALCULATOR

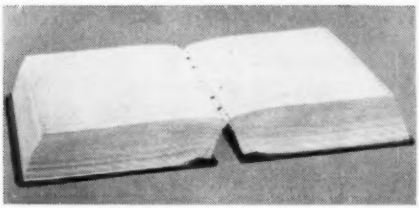
Friden, Inc., San Leandro, Calif., makes a fully automatic calculator offering chain multiplication and grand total accumulation. This machine, according to the manufacturer, meets an increasing demand in the accounting and engineering fields for



standard touch-one-key simplicity. Powered actuating bars require 40% less pressure, speeding addition, subtraction and semi-automatic multiplication. Known as Model SBT, machine comes in an attractive case and keyboard color scheme. **For More Information Circle No. 149.**

NYLON POST BINDERS

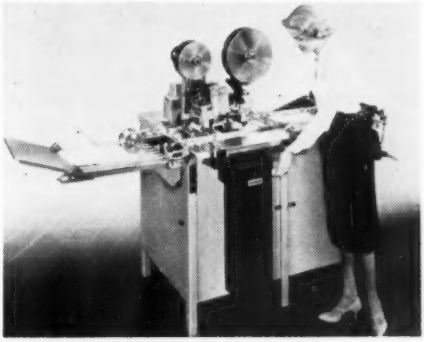
Royal McBee Corp., Port Chester, N. Y., introduces a line of Nylon Post Binders for burst and unburst continuous forms.



High-Memory Black 3/32" nylon post allows faster, easier sheet loading and will not break or twist out of alignment. Construction provides fool-proof locking and prevents hinges from tearing loose. Available in a wide range of sizes and styles, including vinyl-coated Tolex fabric covering. Large stock of most popular sizes maintained for immediate delivery. Customer sizes available. **For More Information Circle No. 158.**

ADDRESSING MACHINE

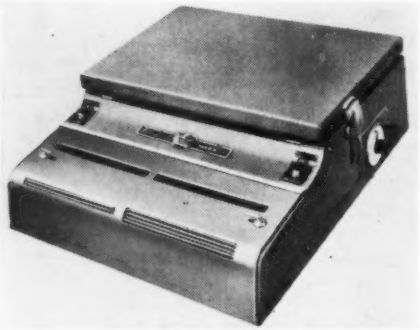
Scriptomatic, Inc., 1105 Vine St., Philadelphia 7, Pa., announces the Model 101-SM Scriptomatic Addressing Machine which prints from punched card masters and has a monitor for list testing. Monitor is a self-setting counter that permits automatic, high-speed test procedures for list sampling. For example, it can be set to print every tenth name. Further, it can be set to address every name in selected categories of a list. If you have categories



A, B, C, D, for example you can set the machine to print every seventh name in categories B and D and skip A and C categories. The Model 101-SM electronically reads information punched on IBM, Remington Rand, or other punched card systems to selectively print, sort and count simultaneously without disturbing file sequence. In a single automatic run, you get complete list handling flexibility and addressing selectively at high speed. According to your requirements, you can sort and collate through punched card equipment. **For More Information Circle No. 174.**

PHOTOCOPIER

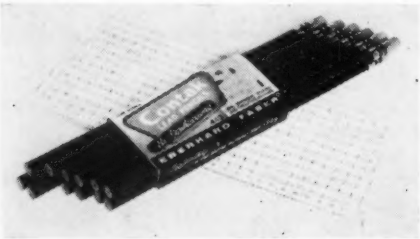
International Photocopy Corp., 564 W. Randolph St., Chicago 6, Ill., announces the Mark IV photocopy machine. It has the capacity to make single or multiple photocopies by transfer process; copy bookpages without special, additional equipment; make diazo prints from translucent material; expose pre-sensitized offset plates. The machine will reproduce



clean black-and-white copies of anything the eye can see, including ballpen, colors, spirit duplication and stamped copy—without extra equipment, accessories or special skill on the part of the operator. The Mark IV is durably built and offers trouble-free office copying systems, serviced and guaranteed by local office equipment dealers. Exclusive dealerships for the complete line are available. **For More Information Circle No. 163.**

MARK SENSING PENCIL

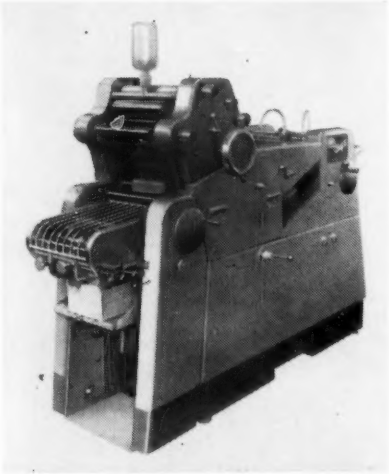
Eberhard Faber Pencil Co., Crestwood, Wilkes-Barre, Pa., makes the Contak 440 Hi-Conductivity lead pencil for use with



mark sensing and test scoring tabulating machines which eliminate need for punching. Held especially useful in processing field reports, the 440 is packaged 12 to a sleeve, six sleeves in a lift-off cover box. Pencil retails for 10c. **For More Information Circle No. 219.**

OFFSET DUPLICATOR

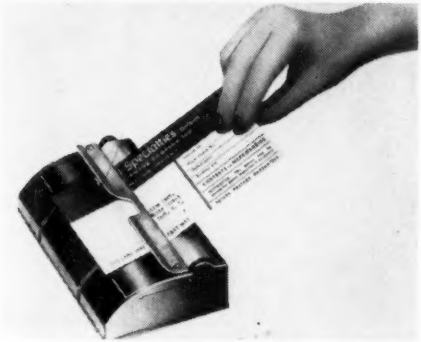
American Type Founders Co., 200 Elmora Ave., Elizabeth, N. J., announces the Chief 15, an 11″ x 15″ sheet-fed offset duplicator, offering big press construction and operating features. These include a flat, tilted feed board for easy stock loading, and paper separators adjustable to suit stock. Two side ball-type paper guides are standard equipment. Only one control is



necessary for setting side guides, tapes and paper guides. Tumbler grippers are used for accurate sheet control. Gripper bite is adjustable. Ink units are interchangeable for fast color changes and a single lever controls ink and dampener form rollers. Chief 15 models have heavy duty cylinder shafts mounted in tapered roller bearings. Blanket cylinder is nickel plated for easier cleaning. Plate impression cylinders are chrome plated. **For More Information Circle No. 198.**

LABEL MOISTENER

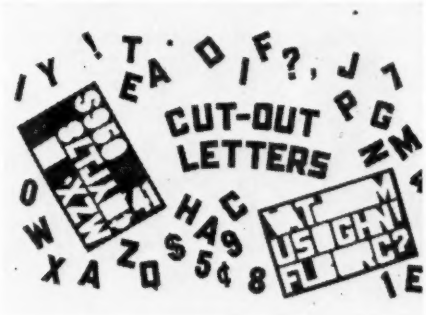
Glue-Fast Equipment Co., 9-R White St., New York 13, N. Y., introduces a machine capable of moistening gummed labels up to 5¾". Sturdily constructed in black enameled casting, the Glue-Fast Model S Gummed Label Moistener employs wick roller action which applies the right amount



of water to the label without removing any glue from it. A large capacity reservoir permits large mailing operations without filling delays. A chromium guide is adjustable to take any thickness of paper and unit rests on rubber tabs so as not to mar desk or table tops. The Model S is priced at $5. **For More Information Circle No. 123.**

CUT-OUT LETTERS

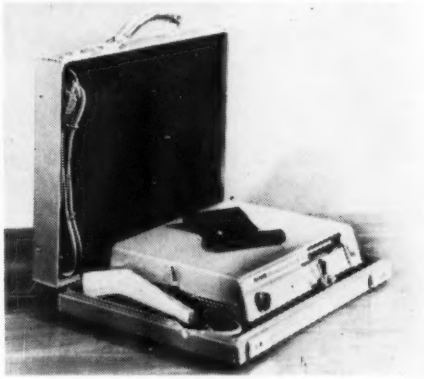
Mutual Aids, Dept. 273, 1946 Hillhurst Ave., Los Angeles 27, Calif., offers cut-out letters for instant use. Made from durable colored cardboards, letters are



used for signs, displays and posters. They come in red, black, green, yellow, blue and white. 2" capital letters in sets of 180 letters, numbers and signs, and 1⅜" manuscript style in sets of 240 letters, are $1 per set. 4" capital letters in sets of 150 letters, numbers and signs, are $2 per set. One color, one size per set. Mounting is accomplished with a reusable two-sided plastic adhesive retailing for $1 per pack. For free samples and further information, **Circle No. 212.**

INTERVIEW RECORDER

Dictaphone Corp., 420 Lexington Ave., New York 17, N. Y., has developed an easily portable electronic recorder that gives an interviewer complete mobility. It operates on any of four sources of power including a built-in rechargeable battery. Interviews can be completed in less time since they are not slowed by the need to make handwritten records. Average re-



corded interview is completed in five to 11 minutes, compared to 30 or 45 minutes for the hand recorded interview. Complete mobility afforded by the 10-lb. recorder enables user to obtain interview wherever interviewee may be. Through use of the recorder's built-in battery, businessman can be interviewed in his office. Unit also can be plugged into cigarette-lighter socket of a car or into a 110-volt wall outlet. Battery provides six hours operation, but should user find it run-down a

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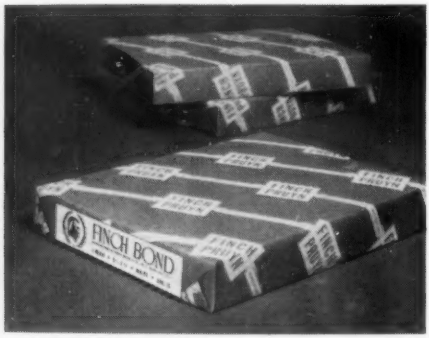

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Chicago, Hobart Paper Co.
Chicago, The Whitaker Paper Co.
Cincinnati, The Chatfield Paper Corp.
Cincinnati, The Whitaker Paper Co.
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Cleveland, The Union Paper & Twine Co.
Columbia, Epes-Fitzgerald Paper Co., Inc.
Columbus, The Central Ohio Paper Co.
Concord, John Carter & Co., Inc.
Concord, C. M. Rice Paper Co.
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Dayton, The Central Ohio Paper Co.
Dayton, The Whitaker Paper Co.
Des Moines, Western Newspaper Union Co.
Detroit, Chope Stevens Paper Co.
Detroit, The Whitaker Paper Co.
E. Hartford, Carter Rice Storrs & Bement
Erie, The Whitaker Paper Co.
Fort Wayne, The Millcraft Paper Co.
Glens Falls, Leland Paper Co.
Grand Rapids, Central Michigan Paper Co.
Harrisburg, The Alling & Cory Company
Hartford, John Carter & Co., Inc.
Hartford, Carter Rice Storrs & Bement
Holyoke, Judd Paper Company
Hudson Falls, Hudson Falls Paper Corp.
Indianapolis, MacCollum Paper Co.
Jackson, Barefield Paper Co.
Jacksonville, Jacksonville Paper Co.
Jamestown, The Millcraft Paper Company
Kalamazoo, Southon Paper Co.
Kansas City, Carpenter Paper Company
Lansing, The Weissinger Paper Co.
Little Rock, Roach Paper Co.
Long Island City, Henry Lindemeyr & Sons
Los Angeles, Kelley Paper Co.
Louisville, The Rowland Paper Co., Inc.
Lynchburg, Caskie Paper Company, Inc.
Manchester, The J. C. Campbell Paper Co.
Miami, Everglade Paper Co.
Milwaukee, The Bouer Paper Co.
Minneapolis, Minnesota Paper & Cordage Co.
Mobile, Partin Paper Co.
Nashville, Clements Paper Company
Newark, Bulkley Dunton & Co., Inc.
Newark, Central Paper Company
New Haven, John Carter & Co., Inc.
New Haven, Carter Rice Storrs & Bement
New Orleans, A to Z Paper Company
New York, The Alling & Cory Company
New York, Baldwin Paper Company, Inc.
New York, Beekman Paper Co., Inc.
New York, Bulkley, Dunton & Co., Inc.
New York, The Canfield Paper Company
New York, Hobson Miller Co., Inc.
New York, Reinhold-Gould, Inc.
New York, Royal Paper Corporation
New York, Schlosser Paper Corp.
New York, The Whitaker Paper Co.
Norfolk, Epes-Fitzgerald Paper Co., Inc.
Omaha, Carpenter Paper Co.
Omaha, Western Paper Co.
Orlando, Central Paper Co.
Pawtucket, Carter Rice Storrs & Bement
Pawtucket, The J. C. Campbell Paper Co.
Philadelphia, Garrett-Buchanan Company
Philadelphia, D. L. Ward Company
Philadelphia, Wilcox-Walter-Furlong Paper Co.
Pittsburgh, The Alling & Cory Company
Pittsburgh, The Whitaker Paper Co.
Portland, C. M. Rice Paper Co.
Providence, John Carter & Co., Inc.
Raleigh, Epes-Fitzgerald Paper Co., Inc.
Richmond, Epes-Fitzgerald Paper Co., Inc.
Rochester, The Alling Cory Company
Rochester, Fine Papers, Inc.
St. Louis, Tobey Fine Papers, Inc.
St. Paul, Inter-City Paper Co.
San Antonio, Shiner-Sien Paper Co.
Savannah, Atlantic Paper Co.
Scranton, Megargee Brothers, Inc.
Scranton, Wilcox-Walter-Furlong Paper Co.
Seattle, Kaplan Paper Co.
Springfield, John Carter & Co., Inc.
Springfield, Carter Rice Storrs & Bement
Syracuse, The Alling & Cory Company
Syracuse, J. & F. B. Garrett Co.
Tallahassee, Capital Paper Co.
Tampa, Tampa Paper Company
Toledo, The Millcraft Paper Co.
Toledo, Paper Merchants, Inc.
Trenton, Central Paper Co.
Troy, Troy Paper Corp.
Utica, The Alling & Cory Company
Washington, Stanford Paper Company, Inc.
Worcester, Carter Rice Storrs & Bement
Worcester, The J. C. Campbell Paper Co.

FINCH, PRUYN
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For More Information Circle No. 234

COLLATES - *Automatically* STAPLES - STACKS

UP TO 12,000 SHEETS PER HOUR!

8 *Times Faster Than By Hand*

1000 SHEETS

Ave. prod. per hr. collating - stapling-stacking by hand.

8000 SHEETS

Ave. prod. per hr. with Collamatic's Collator - Stapler-Stacker.

2 Times As Fast
As All Other Collators

Is your present equipment inadequate and outmoded? If your collator requires hand stapling and hand stacking, Collamatic's new Collator-Stapler-Stacker can process your work in half the time at half the cost.

Since the introduction of the mechanical collator in 1947, the American Office has awaited the development of a collator that would not only collate at higher speeds, but would **staple and stack automatically as well!**

Collamatic's new Collator-Stapler-Stacker does just that . . . . . and at a price the average office can afford.

IT permits collating at speeds up to **12,000 sheets per hour!**

IT staples collated sets **automatically!**

IT stacks collated sets **automatically!**

6 different models, from 8 to 20 bins, handle all office duplicated paper from 5½ x 8½ to 10 x 14. Available with single or double-headed stapler.

If you now collate by hand or if you own a mechanical or electric collator, you will want to know more about the new Collamatic Collator-Stapler-Stacker. Send for your free brochure today.

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DEPT. 109

COLLAMATIC CORPORATION
WAYNE, NEW JERSEY

MANUFACTURERES ALSO OF INEXPENSIVE OFFICE COLLATING EQUIPMENT.

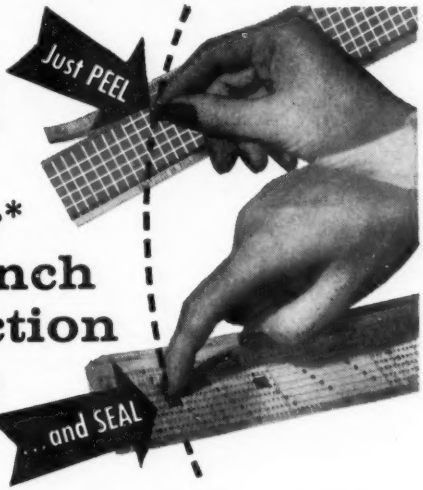
For More Information Circle No. 317

small auxiliary power pack will provide 10 to 21 additional hours operation. Battery is recharged by connecting it overnight with 105-125-volt AC. Persons interviewed may not be too articulate and may be tense or nervous, so high performance standards for both the machine and recording medium are of greater importance than in the case of office dictation equipment. Recording medium is a plastic Dictabelt which records and reproduces with high fidelity. It can be filed or mailed in an ordinary envelope. Visible tone grooves provide a permanent and unalterable record, often making transcription unnecessary. Each Dictabelt will record a full 15-minute interview. Only 1% of insurance claims interviews run beyond 15 minutes. **For More Information Circle No. 209.**

ADD-PRINT TAPE PUNCH

Systems Div., Clary Corp., San Gabriel, Calif., introduces its programatic addprint tape punch to make electronic data processing available to small business at a reasonable cost. A choice of four types of input is provided, plus a tape - perforator with plug-in cartridge programing of format and control codes, parity checking and also plug-in diode board and take-up reel. Any 5 to 8 channel code can be punched. Plug-in diode board permits one punch to prepare tape for different codes and computing equipment. Programatic cartridge change is as easy as plugging in a lamp. It permits variation of word structure, length, format and control codes. Automatic punching of functional codes and fixed digits or alpha characters can be programed, as well as selective punching or non-punching in any order desired. Four sepa-

VISIBLE red mylar* key punch correction seals



Where tab card corrections have to be seen — use Brady self-sticking, opaque red seals. Easy to apply from handy Blue Streak® Dispenser Cards . . . stick tight at a touch. Superthin mylar (2½ mils) feeds freely through tabulating equipment without catching, jamming or tearing loose. Low cost. 216 ¼ x ¼" seals per card. Available in opaque red or transparent from stock; silver on special order.

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*Du Pont Registered Trade Mark for their polyester film.

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A precision made instrument with handsome chrome finish. It is new, novel, smooth, silent, and efficient in operation. Never needs refilling. It will weld up to six sheets of 16# paper. Modernize your office with this time and money saving office appliance. An ideal gift with name engraved on the handle. If your dealer cannot supply you, write direct. Dealer inquiries invited.

PAPER WELDER, INC. Medina, N. Y.

For More Information Circle No. 418

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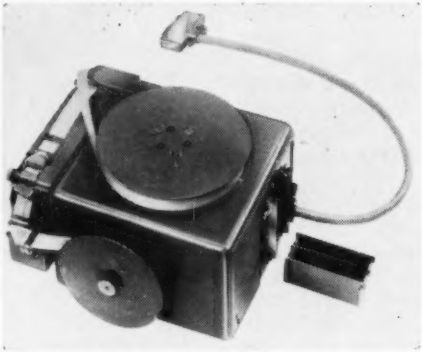
Mounted on Swivel Brake Casters which allow the ladder to be rolled freely when no one is on it. When you step on the ladder the rubber cushioned legs rest on the floor and prevent rolling. Made in 13 heights — 4 widths. Send for Circular 56-O and prices.

I. D. COTTERMAN, Mfr.
123 W. Spring Avenue
Naperville, Ill.

For More Information Circle No. 419

rate word formats of up to 15-characters each with varied control formats can be included in each cartridge. Parity feedback control circuitry verifies punching accuracy even with 5 channel codes which do not include a parity channel. High-speed 20-character per second punching is provided with up to 15 characters punched through one motor-bar operation. An entry can be made while the preceding one is being punched. Input units available are 10-key adding machines of 8 or 10 column



capacity, full keyboard adding machines of 8 or 11 column capacity, and forms producing devices for applications requiring individual hard-copy documents such as receipts. Keyboard of any unit may be split to allow simultaneous entry on one machine cycle of indicative non-add information as well as quantitative data requiring accumulation. Special designation labels are available for any key or control bar. Normal adding machine functions are retained when punch is turned off. **For More Information Circle No. 101.**

LABEL HOLDER

Cel-U-Dex Corp., P. O. Box 1127, Newburgh, N. Y., now makes Hol-Dex transparent self-adhesive label holders in a 2″ width in addition to the ⅜″, ½″, ¾″ and 1″ sizes previously available. Lengths of 3 ft. and more are available on special order. This allows organizational, control, traffic, output, flow and inventory data, and similar charts to be easily created and kept current. To plan a chart, rule lines as

This is an unretouched photo of an actual sample of the sharp printing press quality anyone can obtain with the new electric BDC Rex Rotary mimeograph. Prints photos, drawings, newspaper clippings without messy drum or ink pad. No dirty hands or soiled clothes. Automatic inking . . . 3 minute color changes . . . anyone can operate . . . prints from postcard to legal size . . . up to 4,700 copies per hour. Cost? Far less than ordinary electric mimeographs.

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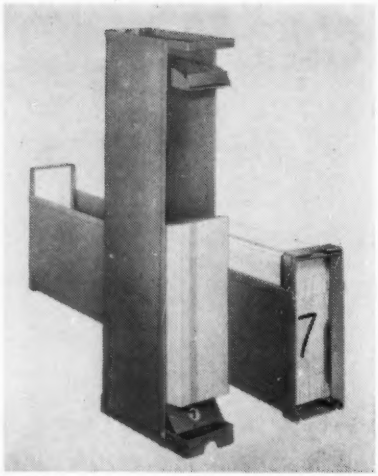
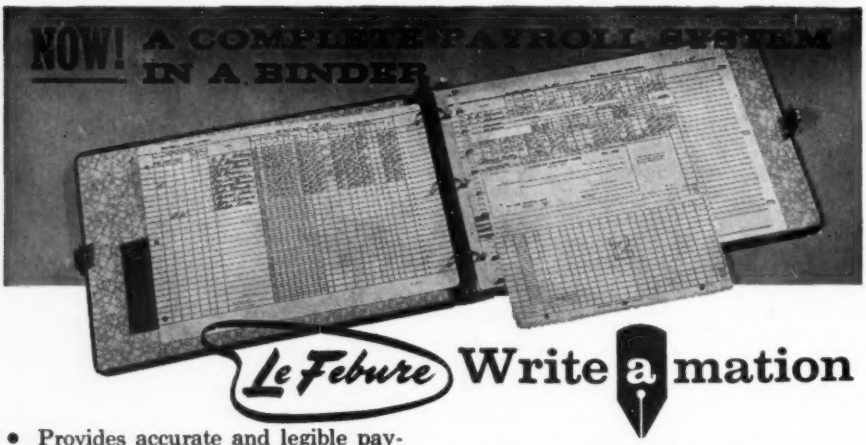
For More Information Circle No. 253

necessary, slip insert bearing the required designation into the Hol-Dex tube, strip off backing and stick the label. A blank wall, the back of a door, or a desk top could be used. Inserts may be handwritten, typed, printed or lettered. To change a legend, slip out old insert, slip in the new. Pressure-sensitive adhesive, waffled by protective backing, makes Hol-Dex stick fast. But, if position changes are necessary, label can be peeled off. It will not mar the finest finish. Hol-Dex requires only finger-tip pressure for firm attachment to shelves, boxes, bins, trays, desks, machines, doors, library stacks, hospital beds, etc. For samples and more information, **Circle No. 191.**



PUNCHED CARD TRAY

Diebold, Inc., Canton 2, Ohio, makes a Vertical Processing tab card tray designed to speed punched card handling. The tray serves as a storage unit, as pocket for sorter rack, card carrier and machine feeder. Its built-in Automatic Angle provides efficient card handling when tray stands on either end. Cards are held in proper position for machine feeding and angled above horizontal plane to prevent spillage from machine vibration. Adjustomatic front plate can be instantly positioned for correct working card angle. A



- Provides accurate and legible payroll records *with one writing*
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- Easy to understand — simple to operate
- Uses standard low-cost forms
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For More Information Circle No. 471

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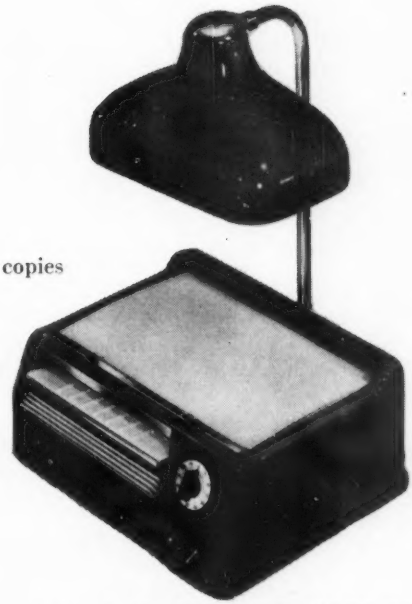

Nord copies are sharp, brilliant black on white copies with the look and feel of quality—unlike gray, washed out, or waxy reasonable facsimilies.

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Nord copying machines are versatile—copying from bound books as well as flat pages. They do every copy chore. Now, even photographs present no problem. Nord's new PH (Photocopy Halftone) paper lets you copy any photograph (color or black and white) in just seconds.

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any angle
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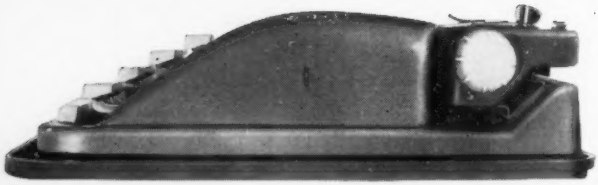
best buy

COLE
PORTABLE



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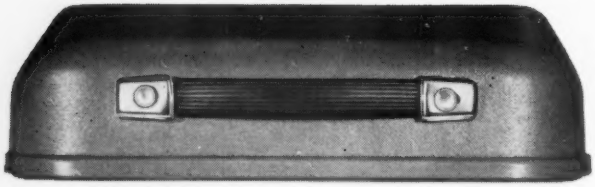

COLE STEEL OFFICE MACHINES, INC. • Affiliate of Cole Steel Equipment Co., Inc. • 415 Madison Avenue • New York 17, N. Y.

For More Information Circle No. 281

touch of the finger returns plate to storage position. Full card label is visible when tray stands on either end and provides positive tray identification during processing. Variable card compression is provided through Adjustomatic compressor, downward pressure on bar progressively increases card compression. Correct compression for number of cards in tray can be easily maintained. When in processing or storage position, front plate provides readily accessible fully-sized handle. Similar size tray grip at opposite end makes tray easy to carry even when filled. Compressor can be removed when desired. Compartmentalizing tray is done by removing and reversing compressor which provides correctly angled base when dividing cards into sections. Tray is built of heavy gauge prime steel electrostatically enameled. Handle at end opposite face plate wraps around body of tray to add support and strength to tray bottom. On horizontal surfaces, friction is minimized as tray rides on 12 glide points. **For More Information Circle No. 192.**

CARBON PAPER

Carter's Ink Co., Cambridge 42, Mass., offers Golden Arrow typewriter carbon that impresses its ink into the paper, re-

sulting in crisp, clear copies which are smudge-free and clean to handle. The carbon's special treatment produces easy

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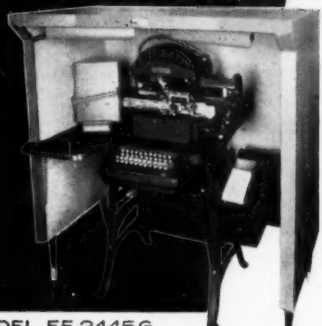

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Tension and Fatigue, minimum instead of maximum productivity; these are the direct result of Office Noise. If your office is suffering from these disturbing and distracting effects, then Gates Acoustinet can solve your problem. Scientifically constructed by dedicated Engineers, Gates Acoustical cabinets will restore tranquility to your office and increase Graphotype Operator productivity. Be one of many who have found that Gates Acoustinet is the answer to . . . Quiet Offices.

Write for details. Give machines, makes, models you use and measurements.

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manifolding, versatile performance, and long life. Carter's claims Golden Arrow will wear longer than ordinary carbons and still produce sharp impressions where one to six copies are required. It comes in black, one weight and finish to handle a wide range of different typing jobs on any machine. This allows simplified inventories and easy carbon selection for typists. **For More Information Circle No. 169.**

SOLENOID CALCULATOR

Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18, Ill., offers solenoid actuated automatic calculation for basic and complex mathematical functions with Victor's serial entry Digit-Matic Calculator which has numerical, addition, subtraction and fractional keys, all solenoid energized. Machine is also obtainable with solenoid operated numerical, addition and subtraction keys, but with manually operated control keys. Equipment such as electric typewriters, punched card equipment, calculators, weighing scales or data

tape readers can program and key the calculator. A basic operating range of 145-160 volts DC is required to operate calculator functions, but digit and motor bar solenoids are available in the standard 125-160 volts DC, 24 volts DC, 48 volts DC and 115 volts AC. Applicable to the computation of density, area, velocity, in-

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For More Information Circle No. 441

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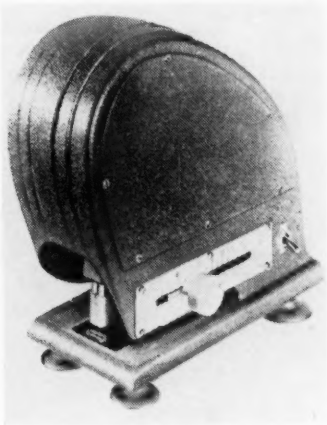
For More Information Circle No. 227

voice billing, toll charges, temperature gradient, force, pressure and flow rate, both Digit-Matics have credit balance and total transfer. Printed tape with universally known mathematical symbols and easy-to-read numbers is a check on calculation and a record for future reference. With solenoid operation machine is priced from $895 for the semiautomatic model to $1100 for the automatic machine, plus tax. **For More Information Circle No. 200.**

ELECTRIC STAPLER

Staplex Co., 775 Fifth Ave., Brooklyn 32, N. Y., announces the Staplex S-54 all-purpose electric stapler for a wide variety of stapling assignments. Said to produce economies in cutting costs and time spent in stapling, the S-54 is described as being completely automatic, with no hand or



foot controls needed for operation. To staple, you merely insert material and machine drives a standard, pre-formed staple. Unit is designed to staple correspondence, reports, booklets, bags, envelopes, records and material. The S-54 has no motor so it does not hum, does not have to be turned on or off and has no set time cycle. Since machine operates only as work is fed to it, wear is minimal and machine life prolonged. Power supply comes from a perfected solenoid and unit has a fool-

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Refillable
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With pen-size, visible ink supply. In 5½" long refill

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Unique shape for maximum writing comfort

Medium Line — #59 — 29¢ ea.
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Choice of 4 ink colors: Blue, Red, Green or Black (Button at top of pen denotes ink color)

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For More Information Circle No. 420

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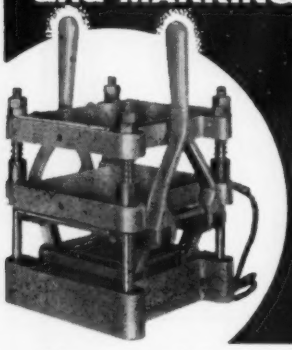
MAKES YOUR OWN
RUBBER Stamps
and MARKING DIES



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Makes stamps and dies up to 4" x 6" that give clean, sharp impressions on paper, plastic, textiles, wood, metal, glass, enamel.

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*City*_____ *Zone*____ *State*_____

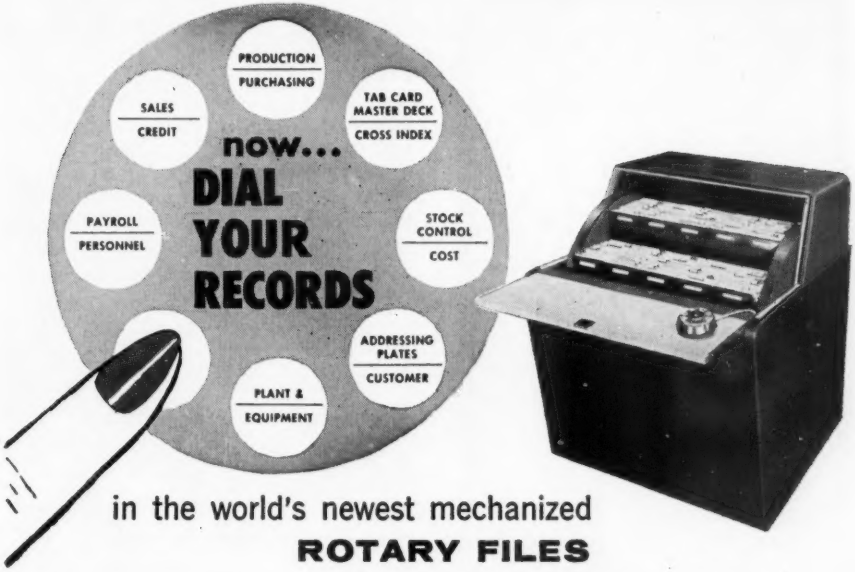
For More Information Circle No. 403

proof, single contact activating control. Reloading is accomplished in seconds by inserting staples into front of the machine. There is nothing to pull back or lift out. The Staplex S-54 is supplied in a standard light gray with other finishes available on special order. **For More Information Circle No. 176.**

OFFSET PLATEMAKER

Printing Equipment Div., Hamilton Mfg. Co., Two Rivers, Wis., makes a completely self-contained automatic vacuum printer for plates up to 16½" x 22", suitable for office, small plant, auxiliary or even darkroom use. A smooth-surface blanket assures a tight center seal. Air and wrinkles are rolled out evenly in all directions as thin center section causes a center-to-perimeter blanket motion. Rib and knob

marks are eliminated. Separate cover glass permits operator to inspect alignment before lowering lid. Automatic timer shuts off lights and vacuum pump, protecting plate inside printer from room lights until ready for processing. Equalizing reflector lights insure quick, even exposure. Vacuum pump, controls and relays are contained in printer's cabinet base; light source is in lid. A 110-volt outlet is only requirement for operation. **For More Information Circle No. 195.**



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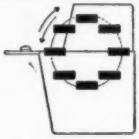
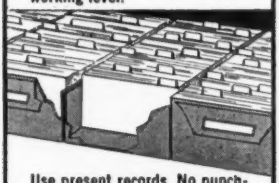
by DIEBOLD



Records revolve in upright position . . . travel shorter way to working level.



Use present records. No punching. No guiding area lost to clear retaining devices.

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Optional 2-way controls speed records into working position.

For automating the handling of active records . . . investigate the unprecedented posting and referring advantages introduced by the new Diebold mechanized Rotary Files. They *accommodate* existing records on any grade of card or paper stock . . . *eliminate* punching and transcribing . . . *save* up to 50% in time and space costs. There are 26 models of Diebold Mechanized Files for meeting all requirements in record sizes, volume and activity. Note how extra knee room is provided by swept-back design. Write today for descriptive literature on the world's newest and finest mechanized Rotary Files. DIEBOLD, INC., CANTON, OHIO.

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Please send complete details about your new Rotary Files for our _____ records.

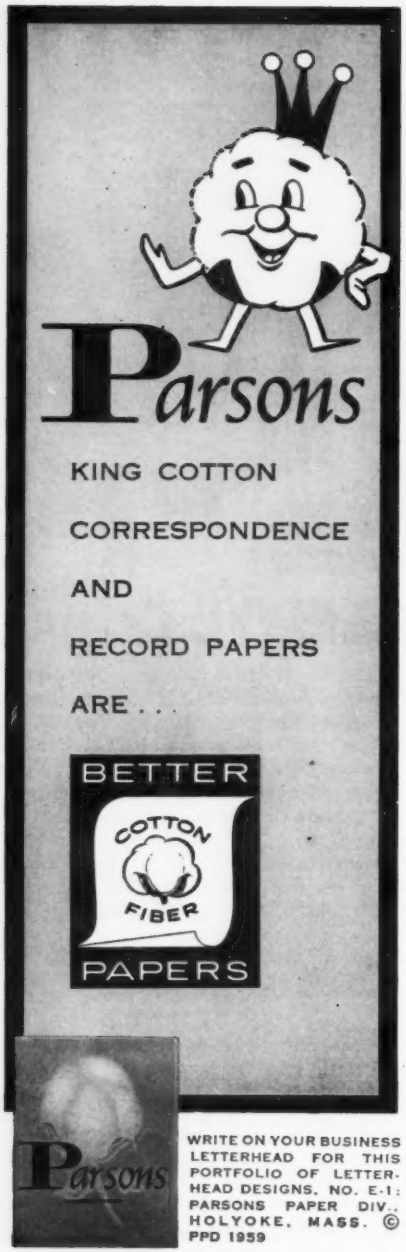
Firm _____

Individual _____ Title _____

Street _____

City _____ Zone _____ State _____

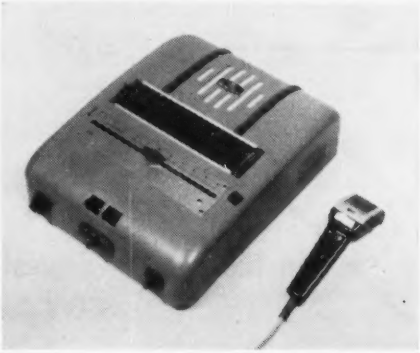
For More Information Circle No. 314



For More Information Circle No. 460

DICTATING MACHINE

Calculator Equipment Corp., Orange, N. J., announces the Vanguard combined dictating-transcribing machine, which economically serves both dictator and secretary. It employs Sound Letter sheets which record dictation magnetically and may be erased at a touch for use over and over again. A touch-button microphone controls operation for dictation: start, stop,

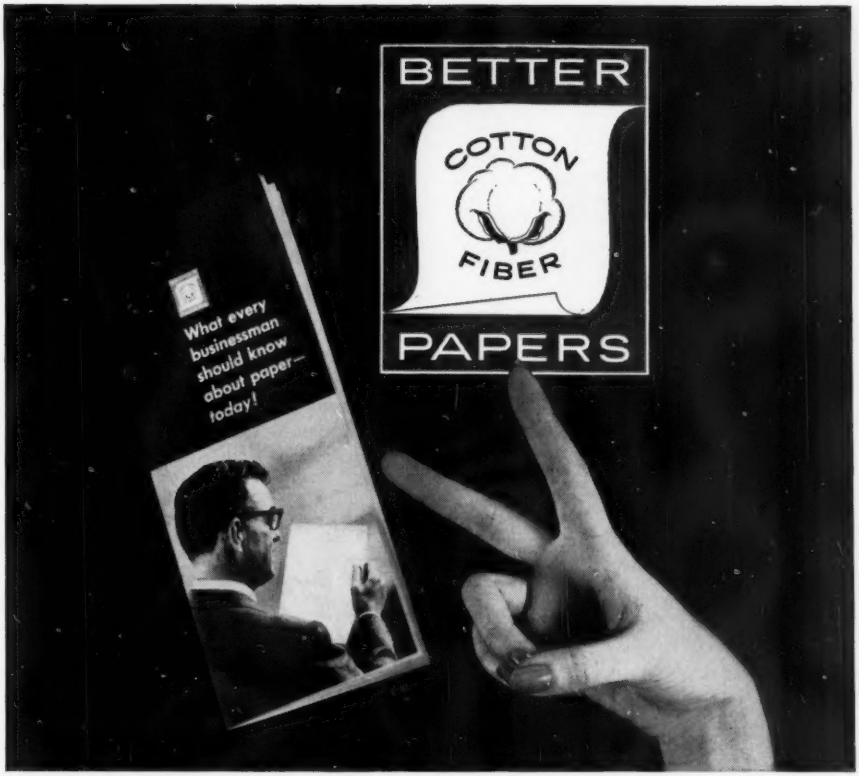


listen back, erase. New words or phrases can be dictated over old. For accurate transcribing, secretary hears voice clearly. Vanguard's automatic volume control eliminates fading and, since voice is recorded magnetically, there is no tracking crackle. No matter how often a Sound Letter sheet is used, there is no loss in audio value. Unit will also cover company conferences; a switch to ultrasensitive circuit permits hi-fi recording of minutes. Secretaries' transcribing units may be purchased where extra machines are required. **For More Information Circle No. 207.**

MARKING PENCIL

J. S. Staedtler, Inc., 672 DiCarolis Court, Hackensack, N. J., imports the German-

made Mars-Omnichrom all-purpose marking pencil which is as slim as an ordinary writing pencil and can be quickly sharp-



Two guides to better paper buying

LOOK FOR the Cotton Fiber "Better Papers" emblem. It is your reference mark for correspondence and record-keeping paper of exceptional *beauty, strength, performance.*

SEND FOR the free Cotton Fiber Booklet—"What Every Businessman Should Know About Paper—Today!" It explains what cotton fiber papers offer *you* in terms of prestige and performance.

BETTER COTTON FIBER PAPERS

©Cotton Fiber Paper Manufacturers, 122 East 42nd St., New York City

BETTER PAPERS ARE MADE WITH COTTON FIBER

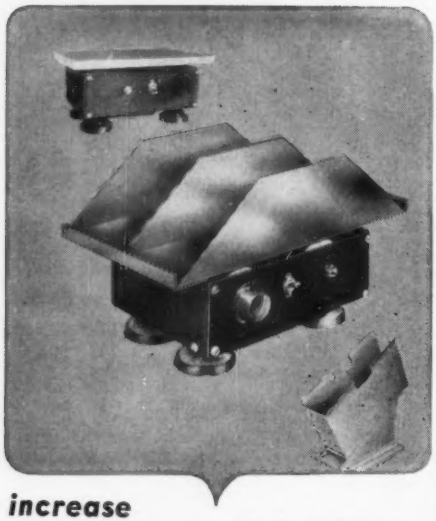
LOOK FOR "COTTON" OR "RAG" IN THE WATERMARK OR LABEL

For More Information Circle No. 224

SYNTRON

Vibrating

PAPER JOGGERS



increase the efficiency of handling papers, opening mail, etc.

SYNTRON Paper Joggers turn many slow manual jobs into fast, efficient operations. Their 3600 instantly controllable vibrations per minute quickly align checks, material for microfilming, punch cards and mail for easier handling or for automatic machines.

SYNTRON Paper Joggers are designed for long, dependable service with low maintenance. They are easy to operate. Available as table deck, divided deck, or bin type joggers.

Write for free descriptive literature.

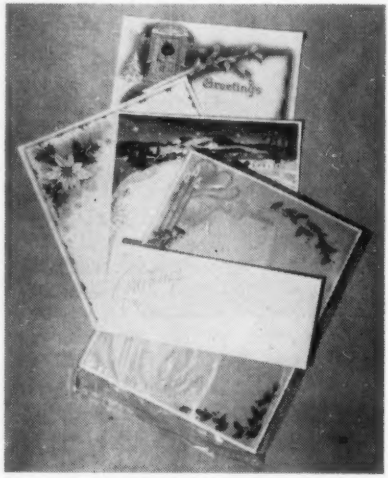
SYNTRON COMPANY
715 Lexington Avenue Homer City, Penna.

For More Information Circle No. 424

ened in any pencil sharpener without clogging the cutters. It writes as small and fine as an ordinary lead pencil but can also be used for heavy notations on practically any surface: glass, china, paper, metal, film, glossy sheets, Scotch tape, in fact, on any material. It writes on glazed or glossy surfaces in very small areas, where thick grease pencils are useless. Markings wipe off with a damp cloth. Available in seven colors. For sample, **Circle No. 184.**

HOLIDAY STATIONERY

Goes Lithographing Co., 42 West 61st St., Chicago 21, Ill., offers a new group of letterheads in its Holiday Stationery, in a Personal Holiday Letterhead Pack-



age, each containing one design. Gift package contains 25 colorful letterheads with matching greeting envelopes in gold bronze. For samples, **Circle No. 196.**

CONTROL BOARD

Graphic Systems, 55 West 42nd St., New York 36, N. Y., offers a kit containing material for planning a graphic visual control for the Boardmaster system. It contains many suggestions for picturing facts graphically for production, scheduling, inventory, maintenance, sales and

The world of letters relies on

Olympia

PRECISION TYPEWRITERS

. . . to do the job—
easier, faster, finer!

Olympia precision typewriters—standard and portable—are preferred the world over for their quality, value and ease of operation.

Fully-equipped with the most advanced and worthwhile typing features, an Olympia turns out the most exacting assignments easily . . . with crisp—uniform—and distinctive results.

With over 50 years of manufacturing experience, every machine is precision-built to the highest standards—assuring quiet, consistent, trouble-free performance year after year.

Olympia

Authorized Sales & Service the World Over

OLYMPIA DIVISION
Inter-Continental Trading Corperation
90 West Street • New York 6, New York

For More Information Circle No. 299

"here's your garment rack, sir!"

the BORROUGHS "Executive"

. . . yes, sir, Borroughs has just the rack you have in mind, with all the features you could ask for. There are handsome standard models of 6-, 9-, 12- and 15-garment capacities. Double face units and add-units are also available, so there's no limit to the garment hanging capacities you can achieve. These sturdy "Executive" racks have functional umbrella holders, apex-ridged shelves, and other exclusive Borroughs features. Send for Borroughs' illustrated price list . . . it tells everything!

Plated, mar-resistant "Wonder Bar" can be reversed to increase hanger capacities on all racks.

send for illustrated price list

BORROUGHS MANUFACTURING COMPANY OF KALAMAZOO

A SUBSIDIARY OF THE AMERICAN METAL PRODUCTS COMPANY OF DETROIT

3010 NORTH BURDICK ST. amp® KALAMAZOO, MICHIGAN

For More Information Circle No. 222

other applications. A collection of 25 tested ideas for tailoring a system to individual requirements is presented in a brochure, "How To Plan". Each idea is illustrated with suggested applications. A 24-page booklet, "Graphic Visual Control", serves as manual and catalog. Over 100 illustrations, some printed in six colors, are used to explain the system and picture typical uses. A Plan Sheet is furnished for plotting a system on paper. The 17" x 22" sheet is a reduced diagram with column alignment of a standard Boardmaster panel. Provision is made for determining flow of information, size and type of cards, color, etc. A sample strip of cards can be used to determine the best visible method of posting data on the board. The Boardmaster is made of aluminum and may be hung on the wall, propped on a desk or anchored on a swinging panel wall bracket with other units. Multiple units may be displayed adjacent to each other on the wall for larger applications. Standard boards are 38½" wide x 24" high, weigh 9 lbs. Custom sizes may be supplied. Information is written or typed on cards which are posted by anchoring their four corners in stamped grooves on the metal board. They snap-in and flip-out with finger-tip control. Price of a standard unit is $49.50, including cards. **For More Information Circle No. 168.**

As many copies as you want . . . at less than 5¢ each . . . and each in seconds with **THE NEW ANKEN PLENACOPY PROCESS**

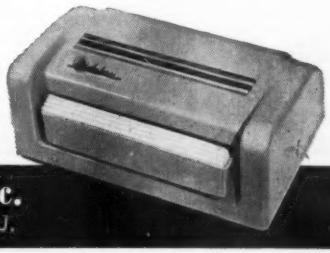
- *Countless Copies from a single photocopying negative*
- *No waiting*
- *Full Fidelity* for any copying equipment*
- *No peel-apart*

FOR THE OFFICE – RECORD ROOM – ENGINEERING DEPARTMENT

Your present photocopying machine can be adapted for The Plenacopy Process, with simply a second processing solution tray — or this inexpensive Plenamatic Processor for the Plenacopy Monobath solution. Single-sheet Processing — no waiting ....no peel-apart.

*Full Fidelity — The Plenacopy Process now makes it possible to obtain crisp, clear copies — and as many as you want — using a transfer negative, (usually discarded) made in any of the standard copiers.

How to use the Plenacopy Process, in 100-plus ways to save time and money.... in the office, blueprint department, record room, art department and office forms duplicating.



Anken Film Company, Inc.
11 Hix Avenue • Newton, N. J.

For More Information Circle No. 415

LIKE THE DAWN OF A NEW DAY

THE FIRST TIME I USED ROGERSNAP CARBON SECOND SHEETS IN THE NEW *FLIP-OUT DISPENSER BOX!

They changed me from an average secretary to one of the best . . . and my work is easier than ever before. If you ask your stationer for a copy of the Comparative Cost Analysis, it will show you why. Tests prove that by eliminating waste motion, Rogersnap saves time and money and increases efficiency.

*Registered

Write Dept. O

ROGERSNAP TRADEMARK ®

P. O. BOX 10425 · DALLAS, TEXAS

For More Information Circle No. 472

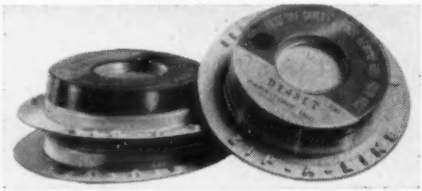
STORAGE FILE UNIT

Bankers Box Co., 2607 North 25th Ave., Franklin Park, Ill., makes the Bonus Storage Unit, consisting of nine R-Kive Files plus sturdy steel shelving, all in one package. Starter section is 42″ wide x 40″ high and is 16″ deep; has four shelves and

four posts with braces on sides and back. Designed for small office, home and shop use. Each file has capacity for 15″ of letter size filing or 12″ of legal size filing. Unit is neatly packaged, weighs 50 lbs., retails for $23.40. There is an add-on unit for additional capacity. **For More Information Circle No. 213.**

CHART, LAYOUT TAPES

Para-Tone Corp., 512 W. Burlington Ave., La Grange, Ill., announces its Zip-A-Line Tapes which eliminate tedious line-



work on charts, layouts, graphs and other visual presentations. The self-sticking tapes come in a self-dispensing package for easy

FIGUREWORK PRODUCTION UP

CASH OUTLAY DOWN

•••when you take advantage of a MARCHANT installment or lease plan

Here are the *tangible* results of putting Marchant calculators and adding machines to work under your choice of five installment and lease plans:

1. Speedy reduction of your figurework backlog.
2. Shortened output time for your regular figuring.
3. Time for new figuring not possible before.
4. Small initial cash outlay and low monthly payments.

You can choose from three "Pay As You Save" plans—6, 12, or 18 months—to *own* your new Marchants. Also available, perpetual lease or lease with option to buy.

AS LITTLE AS $23.75 A MONTH puts a new Marchant calculator to work for you right away . . . and it's only $18.00 a month for the Marchant 10-key, electric adding machine.

Typical firms, now using the Marchants they needed, chose these plans:

6 MONTHS PLAN—Chosen by a wholesale grocery house when two more Marchant *Figurematics* were needed to handle the mounting figurework for its growing list of accounts.

12 MONTHS PLAN—Used by general contractor to buy a Marchant *Deci·Magic* that helps make his estimating and other complex figurework easier, faster, 100% decimal-safe.

18 MONTHS PLAN—Selected by an electrical distributor that wanted a *"Twin-Set" Figurematic* to figure individual extensions and accumulated total simultaneously.

PERPETUAL LEASE—(Monthly Rental Payments) A small manufacturer prefers this means of acquiring a new Marchant *Figuremaster* while conserving working capital.

LEASE WITH OPTION TO BUY (Monthly Payments)—A retail chain has put 10 Marchant *Retail Specials* into use on this basis, for all daily figurework and on-store inventory.

12 MONTHS PLAN FOR ADDING MACHINE—This is how a real estate and insurance agency is buying its Marchant Adding Machine to improve service, streamline bookkeeping.

MARCHANT CALCULATORS

Division of SMITH-CORONA MARCHANT INC.
OAKLAND 8, CALIFORNIA

Modern Management Counts on Marchant

For information about the Marchant equipment and plan best for you, call any Marchant office or write to this address.

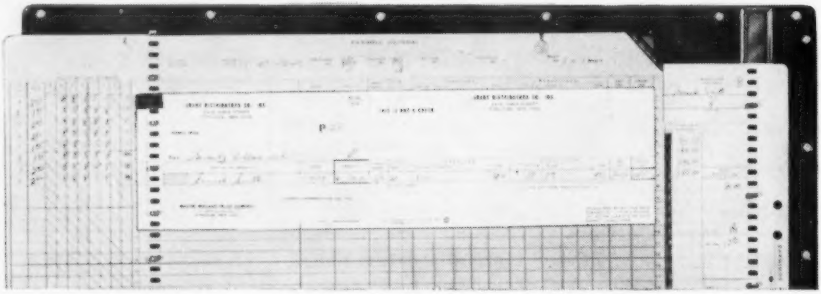
For More Information Circle No. 232

handling and long-life storage. Tape unwinds from plastic reel base which may be conveniently stacked or hung nearby. Airtight, transparent plastic cover permits easy color selection and provides maximum protection. Available in 17 solid and patterned colors, Zip-A-Line tapes are flexible for curved or straight line work. Made in widths from 1/64″ to 2″ on rolls of 360″ and 650″. Tapes are shrink-resistant and are said to maintain original colors indefinitely. **For More Information Circle No. 170.**

INTERCHANGEABLE TYPE

Smith-Corona Marchant, Inc., Syracuse 1, N. Y., announces that interchangeable type symbols bring flexibility to their standard and electric office typewriters. The typist can add accent marks, foreign characters or technical symbols to her regular keyboard, without sacrificing the original characters. The change takes just a few seconds and requires no tools. The type bars themselves are installed in the factory. The typist changes only the type head, which slips easily on or off the bar with slight finger pressure. When the need for the special symbols is finished, she switches back to her original characters.

Interchangeable type aids handling foreign correspondence and technical reports. A large selection of foreign language, mathematical, chemical, electrical and other symbols are available. **For More Information Circle No. 197.**



1 writing/3 records!

You can cut payroll-posting time to ⅓ with the Multi-Rite SATELLITE SYSTEM

Here's how the "Satellite" helps you do 3 posting steps in 1:

When you (1) write employee pay checks or statements, you're also writing (2) Payroll Journal entries, plus (3) Individual Earnings Records. The design of the Satellite Check permits you to *make out your check* at the same time that you post your payroll. This eliminates one more copying operation.

For more information on the Satellite plus other Multi-Rite pegboard accounting systems, call your Y&E or Cesco representative or write:

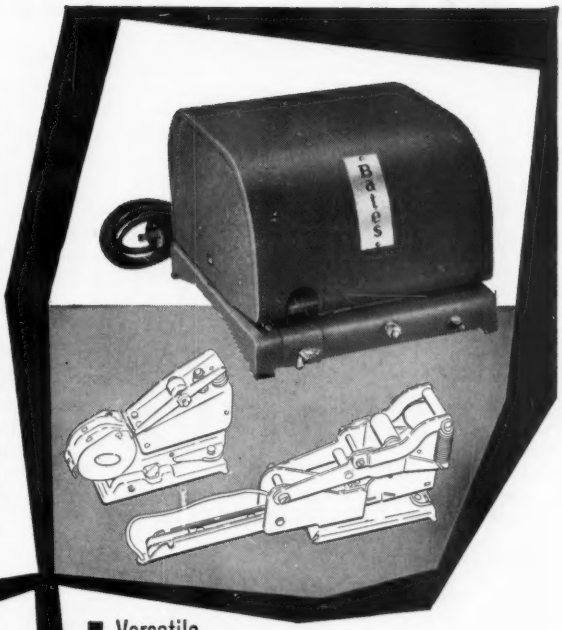
YAWMAN & ERBE MFG. CO., INC., C. E. Sheppard Div. • 1082 Jay Street, Rochester 3, N. Y.

For More Information Circle No. 425

LIGHT DUTY
HEAVY DUTY
DOUBLE DUTY

BATES ELECTRIC STAPLER

MODEL C-H30



- Versatile
- Staples everything from 2 to 100 sheets
- One electric unit with interchangeable Model C and H-30 electric heads*
- For everyday use: "C" head with 5,000 brass staples to a load
- For heavy duty jobs: "H-30" head using high-carbon, chisel-pointed staples, up to 100 sheets. Holds 280 staples—1/4", 3/8", 1/2"
- Only seconds to change heads

*May be purchased with either or both of above described heads.

Bates '56' Electric . . .
Automatic, staples at touch of paper. Standard staples, adjustable depth gauge. Removable, interchangeable stapling unit. Soundproofed.

Write Dept. O for literature and prices.

the **BATES** manufacturing co.
Orange, New Jersey
New York Office, 63 Vesey Street, New York 7

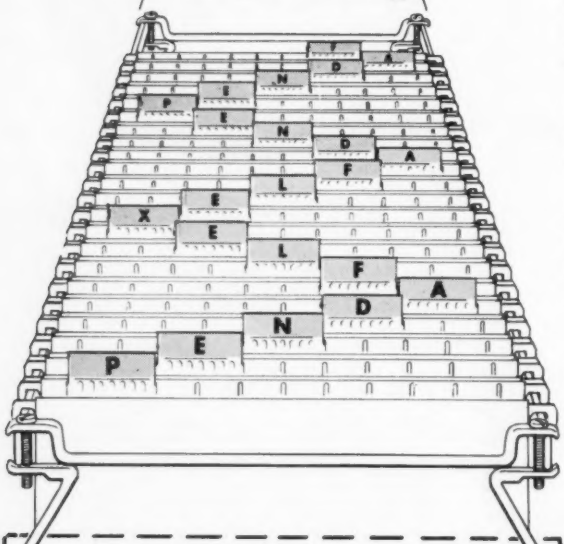
For More Information Circle No. 236

Why PENDAFLEX®

has

no

filter-tip



No need. Hanging, sliding folders make filing mild . . . easy drawer-ing. Finger-tip control lowers harmful work content; lets clerks file more, feel it less. And exclusive Pendaflex "Keyboard" selection takes the harshness and bite out of office costs. King-size economy.

In short, Pendaflex filing is a working girl's prayer, a saving man's answer.

Mail this Extra-Bonus valuable coupon immediately and receive a free file analysis. It Satisfies!

Oxford Filing Supply Co., Inc.
Garden City, New York

In Canada:
Luckett Distributers, Ltd.

OXFORD FILING SUPPLY CO., INC.
15-9 Clinton Road, Garden City, N. Y.

Please send everything that is free...including File Analysis Sheet.

NAME_____

FIRM_____

STREET_____

CITY_____ ZONE____ STATE_____

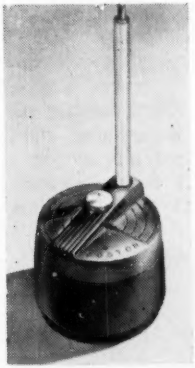
Oxford

FIRST NAME IN FILING

For More Information Circle No. 313

LEAD POINTER

C. Howard Hunt Pen Co., Camden 1, N. J., has developed a new lead pointer designed to give user short, medium or long tapered points by simply adjusting the length of the lead. Top of pointer includes lines for measuring length of lead. Unit can be used in either portable or fixed position. Price is $2.95. Longer lasting abrasive refills are all one piece. Just throw away old abrasive cup and



drop in new one. Refills are packaged three to a box and retail for $1. **For More Information Circle No. 193.**

WHITE DUPLICATING STENCILS

A. B. Dick Co., 5700 W. Touhy Ave., Chicago 48, Ill., has introduced a super quality white mimeograph stencil sheet said to be the color preferred by many for stencil typing and proofreading because it offers black-on-white copy preparation for visibility under almost any lighting conditions. It may be used for all methods of preparation, including manual and electric typing and handwritten signatures. It is said to be extra tough and durable to resist tearing from heavy signatures or cutouts from hard typing. In addition to its high contrast properties for typing and proofreading, a consistently smooth and even coating makes the stencil ideal for pre-stenciliza-

America's Leading Industries Choose

BENTSON

OFFICE FURNITURE

Exhibiting Sept. 26-30 at National Stationery and Office Equipment Ass'n. Convention, Hilton Hotel, Chicago . . . Room 522.

BENTSON MFG. CO.

654 HIGHLAND AVENUE
AURORA, ILLINOIS

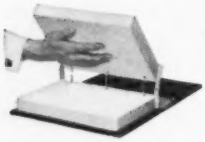
THE BENTSON MANUFACTURING CO. BENTSON AURORA ILLINOIS

For More Information Circle No. 438

The Posts Swing Open

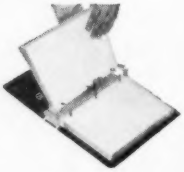
FOR EASY INSERTION OF SHEETS

- Permits instant insertion or removal of sheets.
- Ends the "headache" of dismantling binders.
- Sections can't come apart — prevents dropping or spilling sheets.



SWINGS OPEN
Sheets swing open instantly at any point. No fumbling — no spilling.

SWINGS CLOSED
Swing the sheets closed and the posts telescope together automatically.



Solves many problems as a catalog binder for salesmen, dealers and distributors. Useful wherever giant capacity ring binders are needed.

Ask your office supply dealer for the

FAULTLESS SLIDE-HINGE BINDER.

FAULTLESS

STATIONERS LOOSE LEAF COMPANY

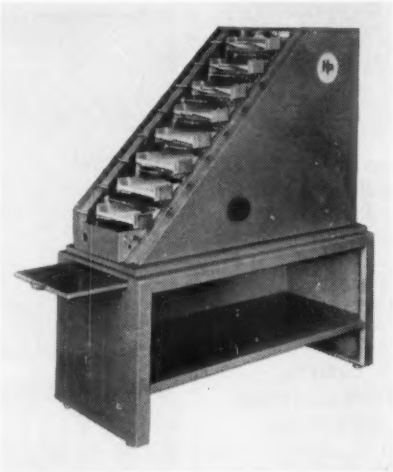
246 E. Chicago Street, Milwaukee 1, Wis.
114-116 East 13th St., New York 3, N.Y.

For More Information Circle No. 477

tion of forms and letterheads and form topping. What the company calls new super wet-strength base tissue and a special formulation coating are said to assure long runs as well as multiple runs after filing. A typing plate and 12 black cushion sheets (all that's needed, according to the manufacturer, to produce bold, medium or fine line copy) are packaged in each quire of 24 stencils which come in both regular and film-topped styles, 8½" x 18" or 8½" x 14¼". **For More Information Circle No. 113.**

ELECTRIC COLLATOR

Halverson Products Co., 1051 N. Paulina St., Chicago 22, Ill., makes a high speed, electric collator which requires no tools or adjustments. It collates eight sheets per second. Finished sets of paper are stacked automatically in a criss-cross pattern to allow easy pick-up for stapling,



binding or padding. The Halverson Collator occupies 20" by 48" of floorspace and is 57" high. Finished in light green baked enamel; weighs 300 lbs. Its quiet operation makes the unit suitable for offices as well as duplicating centers, advertising departments and mailrooms. Price is $1500 complete, plus freight. **For More Information Circle No. 171.**

AN IMPORTANT ADVANCEMENT. AVAILABLE NOW FROM BALTIMORE BUSINESS FORMS

NEW 2 to 6 Part PASTED

Continuous Forms

For the first time you can get PASTED continuous carbon interleaved forms with up to 6 parts or copies. Non-slip, non-jam operation. PASTED with Baltimore's new methods and equipment for trouble-free performance in any typewriter, office or tabulating machine.

It is no longer necessary to accept stapled forms. Baltimore Business Forms' new 4, 5 or 6 part pasted forms provide ALL needed forms with one operation. Write today or phone for samples.

* Trouble-free—won't slip or jam machines
* Economical—save on forms cost

Baltimore Business Forms

(Division of THE BALTIMORE SALESBOOK COMPANY)

3144 Frederick Ave., Baltimore 29, Md.

For More Information Circle No. 277

SIMPLIFY YOUR FIGURE WORK WITH AN ADDING MACHINE FROM THE

*National**

ECONOMY LINE

◀ Model 9 EX

Electric.
Adds, subtracts, multiplies.
Capacity 999,999.99.
Full one year guarantee.
Many other features.
Hand models too!

National* . . . manufacturer of cash registers, accounting machines, bookkeeping machines and adding machines, now also offers an ECONOMY LINE of adding machines. Same National quality construction — at a new low price! You'll find one designed for your particular business, and priced to fit your budget. Call your National branch office or National dealer today . . . he'll be glad to give you a demonstration of these outstanding, inexpensive adding machines.

1884 National 75 YEARS 1959

*TRADE MARK REG. U. S. PAT. OFF.

*National**

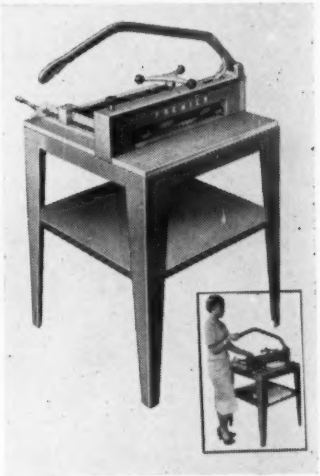
ADDING MACHINES • CASH REGISTERS
ACCOUNTING MACHINES
NCR PAPER (NO CARBON REQUIRED)

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
1039 OFFICES IN 121 COUNTRIES
75 YEARS OF HELPING BUSINESS SAVE MONEY

For More Information Circle No. 248

PAPER CUTTER

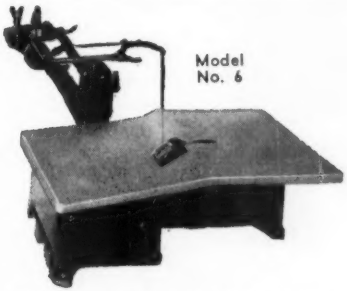
Martin Yale, Inc., 2100 W. Fulton St., Chicago 12, Ill., introduces the Ream Cutter which will cut a stack of paper 2" thick by 18" long cleanly, accurately and quickly. Cutter costs $249; stand is $24.95. It is finished in attractive gray to fit into any office. High efficiency cutting is assured by high ratio handle design, allowing any stenographer to make a quick, efficient cut. Overall size of the Ream Cutter is 26" x 26". Size control handle moves the cutting guide and governs paper size with great accuracy because user can operate gauge at any time even when paper is in the cutter. Seasoned hard maple cutting platform has deep machined lines every ½" for easy visibility. Cutting scales are calibrated in 1/32" increments. Automatic handle lock prevents blade operating until operator uses other hand to release safety catch. A star wheel allows operator to achieve great leverage. Precision-ground tool steel blade is locked in position to provide positive cutting efficiency, yet is removable for sharpening, although under ordinary use it should provide years of maintenance-free



service. The heavy-duty stand is finished in durable baked gray wrinkle. **For More Information Circle No. 164.**

CUT YOUR MAILING COSTS!

with the Model No. 6



THIS portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for *general purpose tying* of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost. All SAXMAYER tyers are noted for **SAFETY**—automatic releases where needed; **SIMPLICITY**—all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT**—fully automatic, speedy, firm, non-slip ties, economical in twine and time. Let us prove it on our trial basis.

WRITE DEPT. J

NATIONAL BUNDLE TYER CO.

Blissfield, Michigan

For More Information Circle No. 405

MORE—SALES —PROFITS!

★★★★★★★★★★★★★★★★★★★★★★★★★★

with DAV-SON!

★★★★★★★★★★★★★★★★★★★★★★★★★★

CORK-BACK BULLETIN BOARDS

- Metal or Wood Frames
- Indoors or Outdoors
- With or Without Doors
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- Metal or Wood Frames
- Easy to Change, Keep Current
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- Changeable Letters for Names & Titles
- Choice of Colors
- Handsome — Dignified — Easy To Use

WIDE RANGE OF DAV-SON DIRECTORY & ANNOUNCEMENT PRODUCTS . . . WRITE FOR DETAILS AND PRICES. NO STOCK REQUIRED!

Since 1932

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Dept. O, 311 North Desplaines Street
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For More Information Circle No. 431

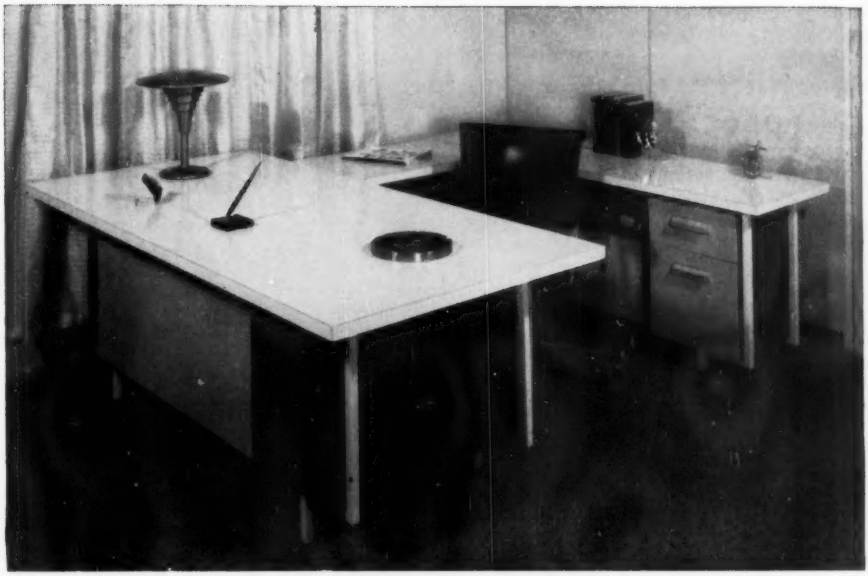
LANGUAGE INSTRUCTION

Scribe Internationale, Franklin Park, Ill., and Langua-Lab Co., Albany, N. Y., have introduced the Langua-Lab for personalized classroom language instruction. Four components are used: Phoneticon, dual-channel magnetic tape recorder; Langua-Pak enclosed tape snap-on cartridge; Repeat-A-Pak cartridge containing an endlessly-repeating automatic tape loop; and Convert-A-Desk pre-wired acoustically insulated booth which converts to a

classroom desk. The Phoneticon, Langua-Pak and Repeat-A-Pak are manufactured for Langua-Lab Co., which is marketing the system, by Scribe Internationale, Div. of General Sintering Corp., manufacturer of Scribe magnetic tape office dictation equipment. The National Defense Education Act has made funds available for the purchase of audio-visual equipment such as the Langua-Lab. Many institutions which could not afford electronic teaching aids will now be able to budget them. **For More Information Circle No. 167.**

PLASTIC ERASER

A. W. Faber-Castell Pencil Co., 41 Dickerson St., Newark 3, N. J., makes the rubberless Magic-Rub Eraser of special plastic material which soaks up graphite and rolls it away in long strips, instead of in numerous small particles. It does not damage the natural vellum or cloth surface and leaves no oil stains or ghosts. Industrial tests rate Magic-Rub highest in ease of use, freedom from smudging, line



New H-O-N Desks and Credenzas for work center efficiency

H-O-N OFFERS YOU A CHOICE OF 7 EXCITING COLORS

Now H-O-N provides the opportunity for you to furnish various departments with desks and credenzas in different combinations of attractive pastel colors. These seven accent tones may be selected for harmony or for contrast with the three basic body colors.

This great variety of color combinations is made possible by the use of removable fronts on the drawers and the panels of H-O-N desks and credenzas. These removable fronts are made of vinyl clad steel —a "first" with H-O-N.

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OFFICE EQUIPMENT

Ask your local dealer or write to us for details

MUSCATINE, IOWA

For More Information Circle No. 332

NOW LEASE

any Comptometer business machine on a nationwide leasing plan through Comptometer offices.

Comptometer Comptograph "220M"
with new multiplication key—more features than any other 10-key listing machine. Mail coupon.

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Insures accuracy in dictation. Lifetime Magnetic belt saves far more than machine costs. Try it today, FREE.

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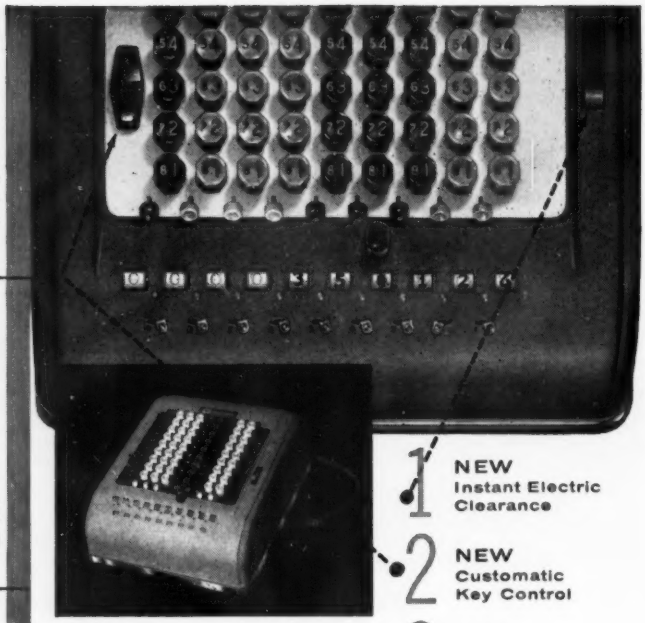

1 NEW Instant Electric Clearance

2 NEW Customatic Key Control

3 NEW Eye-ease Color

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WITH NEW SPEED-UP FEATURES

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New Customatic Key Control. Instantly sets to individual touch. Built-in floating action stops finger-fatigue.

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New Eye-ease Colors—and all the other famous Comptometer features: Accuracy Key—insures complete registration; giant-size, easy-to-read numerals; Direct-Action Keys for speedy answers (no intermediate operations); and many others for greatest operating ease, economy and time-saving efficiency.

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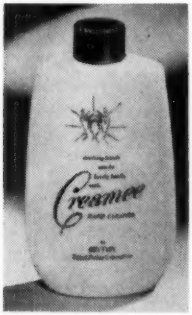
Comptometer Corporation / BETTER PRODUCTS TO BETTER BUSINESS

For More Information Circle No. 407

removal and least matte surface damage. It is extensively used on many Mylar-based polyester drafting films, and for making neat revisions on offset plates. For a sample for testing, write on your company letterhead and give your title.

HAND CLEANER

Roytype Dept., Royal McBee Corp., Port Chester, N. Y., announces Creamee

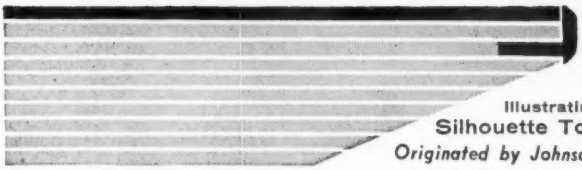


hand cleaner that removes office grime, grease, carbon smudge, duplicating and printing inks, without water. It contains lanolin and silicone to make girls' hands smooth and soft. It eliminates frequent hand-washing with harsh soaps or cleaners. There is no need to follow up hand washings with applications of skin cream or lotion. Delicately scented, Creamee does both jobs simultaneously. Suggested retail price is $12 per doz. **For More Information Circle No. 161.**

CARBON COPY SETS

Letterex Corp., 1114 Half St., S. W., Washington 24, D.C., announces a carbon copy set with Letterex-tipping on the bot-

JOHNSON
SUPER-BONDED
TABLE TOPS



Illustrating
Silhouette Top*
Originated by Johnson

Custom fabricated table tops, super-bonded by an exclusive Johnson lamination process for precision smoothness . . . longer life . . . complete sanitation. Available in wide variety of edges . . . with Formica and other plastic materials . . . custom pedestals. Perfect wherever mar-proof, protected surfaces are required.

See Sweet's File 14a/Jo, or send for catalog

*Patent Pending

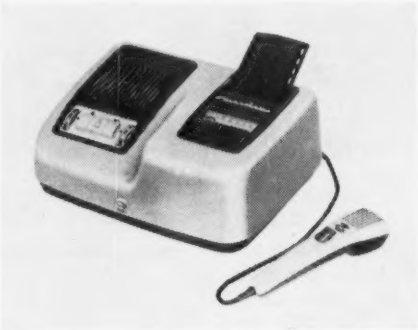
JOHNSON PLASTIC TOPS, INC.

Elgin 11, Illinois • Sherwood 1-0134
sold nationally through representatives in all major cities
For More Information Circle No. 399

tom, leaving the top easily accessible for the typist to flip open for corrections. Known as the Flip-Tip, the design represents one of the most important changes in the product since 1947. According to the company, this set, which has been fully field tested, is more convenient and flexible for secretaries to use. **For More Information Circle No. 218.**

DICTATING MACHINE

DeJur-Amsco Corp., 4501 Northern Blvd., Long Island City 1, N. Y., announces the DeJur-Grundig Stenomatic dictating machine, which uses a magnetic sound sheet. Unit utilizes a self-injection and self-ejection system for completely automatic loading and unloading of sound sheets the size of a standard envelope. They are of indestructible grooved and magnetized 3" x 8¼" plastic and serve as a file copy or they can be reused indefinitely. Patented pre-grooving completely eliminates tracking and phrasing errors. Five reusable sound sheets each allowing six minutes of recording time, are included with each Stenomatic. Sheets have an area for marginal notes, and over 20 sheets fit a No. 10 envelope for filing or mailing. User is not tied to a recording medium which must be completely used up before getting involved in another project. Stenomatic allows insertion of a second sound sheet while first is being ejected. Scanning dial permits instant scanning of dictated material from



one end to the other, so stenographer is able to start an important letter immediately even though it was dictated at end of sheet. Completely self-contained, unit functions as dictating and transcribing machine. All dictating and review functions are controlled directly from microphone. Automatic recording volume assures uniform playback, no matter what tone volume is used during recording. Automatic signal gives warning 15 seconds before end of dictation at conclusion of sheet. Unit contains built-in speaker,

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THE MARK II BURSTER FOR CONTINUOUS FORMS

has been breaking business records for four years. Now the MARK II has broken demand records. Production is at 137.6% of capacity, the point of diminishing returns. The last lot of the 1959 production year has been scheduled. No further orders for 1959 delivery can be accepted after October 2, 1959. The order books will be closed from then until January 2, 1960. At that time best possible deliveries will be made with improved production facilities.

DILLON-FORD & CO., 154 Nassau St., New York 38, N. Y.
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For More Information Circle No. 479

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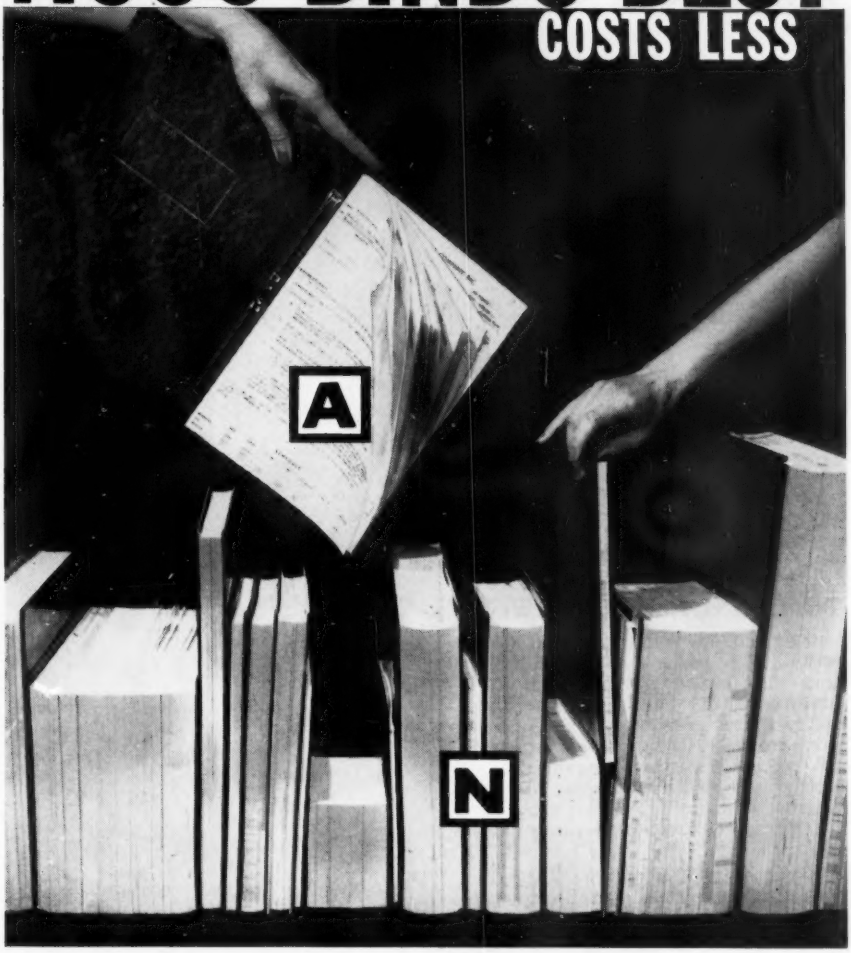
COSTS LESS



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For More Information Circle No. 255

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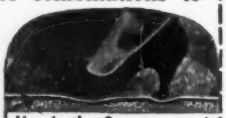
Hygienic Mats offer smart styling, too. Eight modern color combinations to match any decor. And their long-lasting beauty, beveled safety edges and ease of cleaning make them the best mat buy today.



Here's the Secret . . . A beautiful rubber tile flooring bonded to a sponge rubber base provides proper support without being "mushy."

See your Office Supply Dealer or write:

THE HYGIENIC DENTAL MFG. CO.
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microphone/speaker, and built-in selector for instant telephone or microphone recording. It measures 11¾″ x 7⅛″ x 5⅛″, weighs 14 lbs. Price is about $279.50, plus tax. An accessory voice-operated relay will start and stop the machine automatically when voice is directed at microphone. **For More Information Circle No. 206.**

BALLPEN AND HOLDER

Micropoint, Inc., 620 E. Taylor St., Sunnyvale, Calif., claims its Ink-Stik 'N' Holder is the answer to the misplaced pen problem. Permanent adhesive on the base sticks to any surface and a tough, 24″ gold-finished bead chain means that users always have a pen in sight when it's time to write—especially when the phone rings.

All parts are made of sculptured Tenite and solid brass. Six colors are offered: blue, red, black, green, lavender, turquoise. Ink is same color as pen. Solid-brass swivel in which holder rests permits pen to be positioned at any angle. Rubber cushion laminated between adhesive on the base allows unit to be placed on curved surfaces. These features give the unit wide application on desks, telephone, service counters, auto and truck dashboards, and throughout the home. Pens are available with or without chains. **For More Information Circle No. 106.**

Let Mr. Roy Type show you how... Roytronic carbon paper solves three big problems

1. Slipping—*eliminated* by Roytronic's non-slip coating... now you can make nine or more carbons without slipping—even in fast acting electric typewriters.

2. Curling—*eliminated* by Roytronic's new plastic backing. Stays straight and flat regardless of temperature or humidity... makes work go faster. And no copies are spoiled by accidentally curled carbon paper.

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carbon papers, ribbons, quality supplies for all business machines

Products of Royal McBee Corporation, World's Largest Manufacturer of Typewriters.

MAIL COUPON WITH YOUR LETTERHEAD

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☐ Send me FREE samples of new ROYTRONIC Carbon Paper.

☐ Say, what's this about Roytype Creamee, a hand lotion for office use? Please send information about it.

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For More Information Circle No. 257

For the "Up-to-date" and the "Up-dated" office.

PEAK EFFICIENCY

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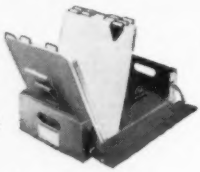
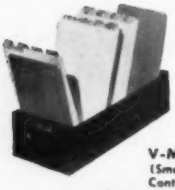
modern P.E.C. 'MATIC' posting equipment

P.E.C. keeps pace with modern office methods

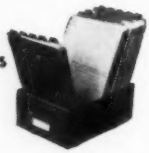
DUO-MATIC POSTING TRAYS AND STANDS



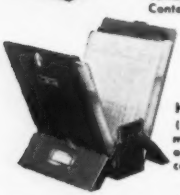
PORTA-MATIC POSTING TRAYS AND STANDS



TILT-O-MATIC TRAYS (For Register Forms)



V-MATIC TRAYS (Small Capacity Containers)



HANDI-MATIC TRAYS (For writing board and machine accounting records requiring small capacity containers.)

Write today for our new, complete catalog.

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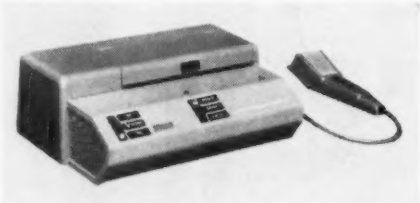
MEAD-LEE Associates
SOLE DISTRIBUTORS FOR
POSTING EQUIPMENT Corporation
1721 Elmwood Ave., Buffalo 7, N. Y.

For More Information Circle No. 413

DICTATING MACHINE

Monte Verde Industries, Inc., Redwood City, Calif., introduces a lightweight dictating-transcribing machine featuring a patented cartridge, preloaded with magnetic tape. This cartridge loading is intended to provide the benefits of magnetic tape reproduction and eliminate the disadvantages of hand-threading, tangling, or breaking tape. Cartridge is small enough to fit the palm of the hand and can be inserted, removed, transferred from one unit to another, or mailed, without obliging user to touch tape itself. Microphone is



zone-controlled to pick up only speaker's voice, without background interference, and incorporates the quick-review feature along with dictation in two-position control switch. A series of code symbols at short intervals along 30-minute tape are read through an index window, providing an accurate guide for revising and notemaking during dictation. Simplified design is said to be key to Corresponder's low price of $169.50. The 9-lb. machine has a minimum of parts for long, troublefree service and unites desk-size capacity with easy carrying for use in home, car, or office. **For More Information Circle No. 188.**

LOOSE LEAF BINDING

General Binding Corp., 1101 Skokie Highway, Northbrook, Ill., introduces the GBC Zip-Lox, a loose leaf plastic binding designed to meet the production speed required by binding machines while enabling anyone without equipment to quickly remove or add pages. Two easy-to-work locks, one at each end, secure the binding's fingers to the backbone. These locks can be released instantly with gentle thumb pressure. Plastic strip then slides

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International
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Feature for feature, the MARK IV beats them all—

MARK IV does the work of 4 machines:

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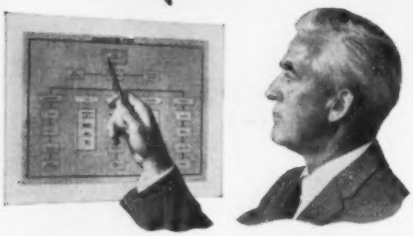

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Firm Name .....

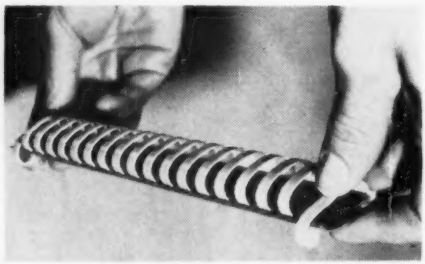
Address .....

.....

Attention: .....

For More Information Circle No. 414

easily off zip track, permitting the additions or removals desired. Zip-Lox fingers are stocked in red, blue, white, green or black. Nine other GBC colors are available on request, permitting a two-tone binding design. Flat design of backbone is ideal for silk screening. Multiple plastic rings are spaced 19 to the 11″ sheet size and grip sheets securely. Added strength is achieved by rectangular shape of



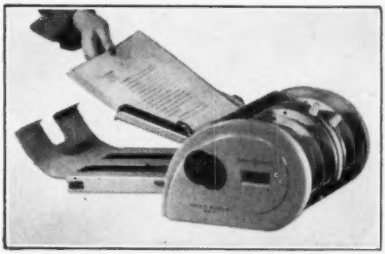
punched holes, which eliminate need for reinforcement. Ring surfaces permit complete freedom in turning pages, which lie flat when book is opened. Covers can be turned back to back. Printed or duplicated material can be loose-leaf bound with Zip-Lox at substantial savings. Any type of inexpensive covers may be used. Flat-lying paper increases printing area and saves paper and mailing weight because less gutter space is wasted. **For More Information Circle No. 107.**

TYPEWRITER RIBBON

Davidson Corp., 29 Ryerson St., Brooklyn 5, N. Y., offers a sturdy typewriter ribbon made of Mylar plastic

For More Information Circle No. 312

Sooner wash dishes than fold?



Model FH Folding Machine.

Many girls would—in preference to folding mail! Hand folding interrupts work flow; is low grade, tedious and monotonous—keeps girls from more productive work, and at today's pay scales, costs too much.

Now hand folding isn't necessary! Even for correspondence, the little Pitney-Bowes FH Folding Machine soon pays for itself in any office.

The FH will fold assorted or uniform mail as fast as you feed it. With optional automatic feed, it can handle 100 letters a minute. Makes eight kinds of folds. Easy to set—just move two knobs for fold sizes wanted. Even folds multiple sheets—loose or stapled. Takes most standard weights and finishes of paper, in sizes from 3 by 3 to 8½ by 14 inches.

Small, portable, one FH can serve several departments. Can be used by anybody. Costs less than a standard typewriter. Larger model FM folds up to 19,000 sheets an hour.

Call the nearest Pitney-Bowes office for a demonstration—no obligation. Or send coupon for free illustrated booklet.

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Made by the originator of the postage meter . . . branch offices in 121 cities, coast to coast.

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Send free ☐ booklet on PB Folding and Inserting Machines ☐ postal rate chart.

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For More Information Circle No. 311

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SAVES 20% TO 60% TIME
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For fast hand-sorting of cards, checks, letters, invoices, orders, business forms or public documents. For collating on the new **Col-A-Tron**. Write for illustrated circulars.

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For More Information Circle No. 130

backed with carbon. Designed chiefly for electric typewriters, it is used for direct image preparation of paper masters for printing and duplicating equipment. When key strikes ribbon, all carbon is transferred to paper surface from plastic backing. This gives an exceptionally sharp, even impression of type. **For More Information Circle No. 215.**

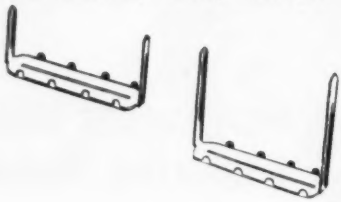
POSTING TYPEWRITER

Torpedo-Werke A.-G., Frankfurt/M.-Roedelheim, West Germany, makes the Torpedo 18 KLB portable posting typewriter which provides for the rapid front feeding and ejection of ledger cards and has a 13" carriage for journal sheets. The machine can be also used for normal

typing. The user can convert his manual bookkeeping system to a machine system without changing his forms. Linespacing is automatic making it impossible to type two entries on the same line of the journal. Decimal tabulator assures proper entry of figures to prevent errors. **For More Information Circle No. 138.**

FILE FOLDER-FASTENER

C. L. Barkley & Co., 1220 W. Van Buren St., Chicago 7, Ill., announces its Thinline fastener, factory-imbedded into



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8 HOURS RECORDING TIME

TAPE RECORDER

3 SPEEDS FROM 15/16" • SLIDE PROJECTOR SYNCHRONIZED • 7 PUSHBUTTON JAMPROOF KEYBOARD • REMOTE CONTROL DYNAMIC MIKE • 2 VOLUME CONTROLS • AUTOMATIC MODULATION CONTROL • WORKS ON ANY POWER SUPPLY — EVEN IN AUTO • BUILT-IN AUTOMATIC COUNTER • UNDA — TYPEWRITER OR FOOT PEDAL AUTOMATIC TRANSCRIPTION CONTROL • DICTATION or HIGH FIDELITY at the flick of a button • FULLY AUTOMATIC CONTINUOUS PLAYBACK • PORTABLE

Precision Engineered by Craftsmen of West Germany where the tape recorder originated.

NSOEA Show **Room 761A**

Write for name of nearest franchised dealer, Dept. T

WARREN WEISS, sole U. S. Agent, c/o TRANS-WORLD ELECTRONICS, Inc.
1650 Broadway, New York 19, New York

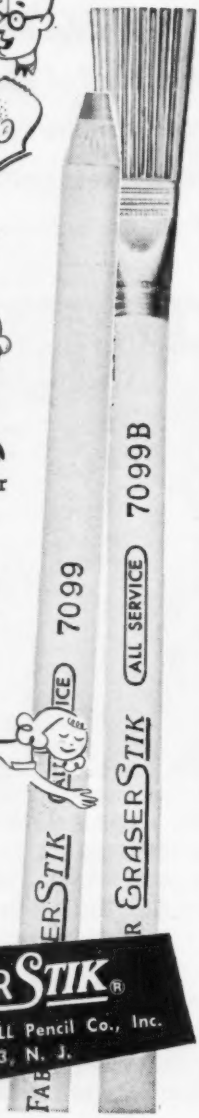
For More Information Circle No. 390

What has she GOT that I haven't got?

"Fran" was so popular at the lake last summer. And one day I found out why—

Her typing was cleaner when she bought an ERASERSTIK—Only then could she 'erase without a trace'. Next came a raise—A new summer wardrobe—and even more important —a new self confidence!

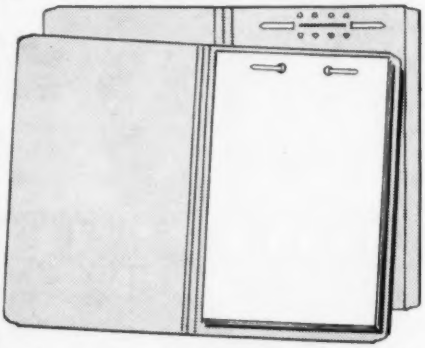
So I'm heading *RIGHT QUICK* for



ERASERSTIK®
A.W.FABER-CASTELL Pencil Co., Inc.
Newark 3, N. J.

For More Information Circle No. 421

the file folder to form a single smooth, non-snag outer surface and avoid catching on adjacent folders in the file. Outside edges of fastener are smoothly beveled, and eight inside teeth grip folder so securely that fastener remains permanently locked in place. Thinline is made of a single piece of metal with no raised edges or flanges, so file folders with embedded



fasteners occupy little more space in file than would folders alone. Thinline fasteners can be anchored at the factory in any of four positions on either first or second leaf of any folder, as specified at time of purchase. Fasteners come in 1″ and 2″ capacity, with or without compressors. For samples and full details, **Circle No. 178.**

INDIA INK

Higgins Ink Co., 271 Ninth St., Brooklyn 15, N. Y., offers its American India Ink in a compact cartridge, made of sturdy plastic, which slips easily into pocket, purse or drafting kit. It stands upright or may be placed on table, shelf or desk

without rolling off. Drip-free tip feeds right amount of ink into pens and drawing instruments without mess or waste. Cartridge is shipped in counter display package of 12, retailing for 35c each. **For More Information Circle No. 199.**

TAKEN FROM OUR OFFICE RECORDS
(name on request)

Mr. Walter A. Wentworth
Allied Carbon & Ribbon Mfg. Corp.
165 Duane Street
New York 13, N. Y.

Dear Walter:

Since the Chicago Convention I have intended for some time writing you regarding our continued enthusiasm for the Flagship carbon and ribbon line. As you know we have been in business only going into our eleventh year; and of course when we started in 1946 we had no major line. Therefore it was necessary that we buy what we could get and that of course was an open line. Then, through an act of the Fairy Godmother, you folks came along and offered us your line. However, we did not buy it until your established Birmingham dealer had communicated with us giving us his positive assurance that the line was among the top brands regardless of who they were.

We thought there might be others in some of your territories who might be contemplating adding a new line of carbon and ribbons, or making a complete change to another line, and we would like to add our little bit in wholeheartedly recommending the quality, advertising claims, and the unexcelled service that Allied Carbon & Ribbon Manufacturing Corporation offers its dealers.

Walter, I sure would not want to overlook the willing help and assistance rendered in our territory by your capable representative, John Robinson, and our relations with your fine firm have been, I believe, the most pleasant of all manufacturers that we represent; and I hope our continued mutual relations will project much bigger and better business throughout the year 1959.

With warmest regards,

(name on request)

continued enthusiasm for Allied line positive assurance line among top brands wholeheartedly recommend quality unexcelled service relations most plesant of all manufacturers we represent

ALLIED

CARBON AND RIBBON MANUFACTURING CORPORATION

General Offices and Factory: 165 Duane Street, New York 13, N. Y.
Western Office and Warehouse: 3425 So. Main, Los Angeles 7, Calif.

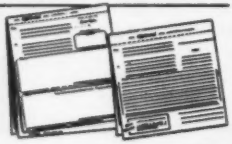
For More Information Circle No. 286

Blue Chip BUSINESS FORMS

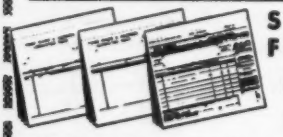
Duplisette

the *READY-MADE* second sheet and carbon set *CLEANEST - FASTEST - MOST ECONOMICAL* method to obtain carbon copies!
Available (letter size)—white and 5 colors

ONE-WAY
SPEED MESSAGE
2-part
—
TWO-WAY
SPEED REPLY
3-part



Carbon-interleaved
TIME and EXPENSE-SAVING substitutes for needless, costly letter writing! Expedites instructions and *compels immediate replies*. Can be imprinted at nominal cost.



STOCK FORMS
Invoices
Purchase Orders
Bills of Lading

Carbon-interleaved 3 or 4-part sets. Inexpensive, basic business forms at less than custom-made prices! Recommended for modest quantity users. Can be imprinted at nominal cost.

STOCK FORM TRAYS

Neat - efficient lightweight holders for forms — with drawer for copies. Model CT-87 (2-compartment) only $4.50! Other models and sizes up to $7.40 — A MUST for the efficient desk!

FREE SAMPLES of all forms and catalog showing complete line on request

CARTERET PRINTING COMPANY
Manufacturers of Business Forms
480 CANAL STREET • NEW YORK 13, N. Y.
WOrth 6-1454

For More Information Circle No. 457

TYPEWRITER STAND

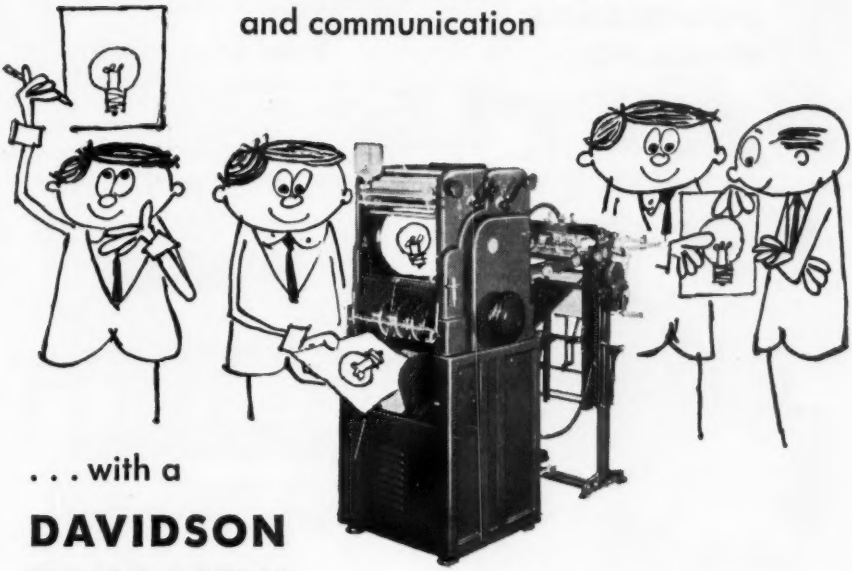
Brother International Corp., 36-50 38th St., Long Island City 1, N. Y., makes a split level portable desk primarily for use as a compact typewriter table, but providing table surface for writing work.

Called the Portadesk, the unit has detachable legs, a drawer for supplies and rigid construction to provide comfortable, non-vibrating function. Suggested list price is $19.95. **For More Information Circle No. 118.**

PHOTOCOPY PAPER

Peerless Photo Products, Inc., Shoreham, N. Y., claims to have solved the problem of poor prints in hot weather. Their answer is High Contrast No. 1 Paper which Peerless has introduced for use as the negative sheet in its Dri-Stat silver-transfer photocopy process. It can also be used in any other silver-transfer process machine. Paper emulsion was created to overcome hot weather copying problems. It has exceptionally high contrast and produces clean, sharp prints even when developer temperature gets above 90°. White areas come up crisp and clean, with no yellow stains or yellowish cast. Blacks are solid and dense. Peerless claims a 100% improvement in print quality with this paper which has greater copying ver-

Only a matter of minutes . . . between inspiration . . . and communication



. . . with a DAVIDSON DUAL-LITH!

That important sales bulletin that you just wrote; or a new promotion piece for the trade can appear *in print* the same day when you own a Davidson Dual-Lith. Type, write or draw directly on a paper master and put it on your Dual-Lith. Your copies come out sharp and clear—because you're getting *true offset printing!* For longer runs, and for photographic or color reproduction, use a metal plate.

Think how communications will be improved and speeded up in your company—with a Dual-Lith. Every memo, every last-minute price change can be out by five! Dual-Liths are rugged, compact, simple to operate, easy to maintain. Ten models, too—one exactly right for your requirements. Take a moment out now to write us for FREE literature . . . or better still, call your local Davidson distributor (he's listed in the Yellow Pages).

Davidson

DAVIDSON CORPORATION
Subsidiary of Mergenthaler Linotype Co.,
29 Ryerson Street, Brooklyn 5, N. Y.

I'd like to know more about Dual-Lith. Send free literature, and name of my distributor.

Name _____

Title _____

Company _____

Address _____

City _____ Zone _____ State _____

O-959

DAVIDSON CORPORATION, 29 Ryerson Street, Brooklyn 5, New York

For More Information Circle No. 310

ADDRESS
ENVELOPES
POSTCARDS
MAILERS

FAST!

NEW MODEL 70

Master Addresser

SPIRIT PROCESS ADDRESSER WITH

"AUTOMATIC ENVELOPE DRIVE"

ONLY **$69.50** plus federal excise tax

Now set up your own addressing system with a LOW COST MASTER ADDRESSER. Simple to install—low operating cost.

NO PLATES—NO STENCILS—NO INK

Just type an address once on the Master Tape and print it time after time. Names change automatically with each pull of the handle. "Automatic Drive" moves mailing pieces into printing position. Foot operated model available for large mailing lists.

Write for complete information and dealer name

MASTER ADDRESSER COMPANY
6500 O West Lake Street Minneapolis 26, Minn.

For More Information Circle No. 412

satility and a wider exposure latitude. Balance between paper's emulsion and the developing solution has been modified so that developer has longer tray-life. **For More Information Circle No. 137.**

DESK NAME PLATES

Acme Products Co., Box 223, Green Bay, Wis., offers engraved Lamacoid interchangeable desk name plates in black or gray with metallic gray stands. Plates with gold stands and mahogany are also avail-

able at $1 extra. Made in three sizes, with one line 6½", list price $2; 10", $2.25; and 13", $2.50; one line 10" stand with 9" Lamacoid insert is $3.95; two lines 10" stand with 9" Lamacoid insert, $4.25. **For More Information Circle No. 115.**

MOUNTING METHOD

Carr Corp., 3407 Prospect Ave., Cleveland 15, Ohio, has developed a dry, machineless mounting method for photographs, maps, charts, presentations, etc. Called Dri-Mount, it can be used to prepare signs and other flat objects so they can be instantly fastened to any flat surface without tapes or glues. Dri-Mount embodies the pressure sensitive principle and is available in sheets which will immediately bond two surfaces with a minimum strength of 8 lbs. per square inch, providing a permanent bond. It needs no

At Furnas Electric Co. . . .
Bunn Tying Machine (right) cuts house organ mailing time 75%...releases two hand-tyers for more important duties.

mail, catalogs . . .

TIED 10X FASTER

"Within one year," reports the advertising manager of this Batavia, (Ill.) manufacturer, "our Bunn Tying Machine had repaid its full cost in mail-tying savings alone. And mail-tying is just *one* of the ways we use it!"

Ties anything. Yes, there are many ways you'll save with a Bunn Tying Machine. Catalogs, literature, packages, bundles . . . all sizes, all shapes: the Bunn Machine handles them all with the same speed and ease.

Easy to use. You just position your bundle, then step on a trip. Automatically, you get a neat, tight tie... in 1½ seconds or less. Faster than hand-tying? About 10 times. And you get a better job.

Send today for full data on how modern Bunn tying can speed and simplify your tying jobs.

PACKAGE TYING MACHINES—SINCE 1907

BUNN

B. H. BUNN COMPANY

7605 Vincennes Ave., Dept. OF-99 Chicago 20, Ill.
Export Dept.: 10406 S. Western Ave., Chicago 43, Ill.

MAIL THIS COUPON NOW

B. H. Bunn Co., Dept. OF-99
7605 Vincennes Ave., Chicago 20, Ill.

Please send free booklet which illustrates how we may cut costs with Bunn automatic tying.

Name_____
Company_____
Address_____
City_____ Zone____ State_____

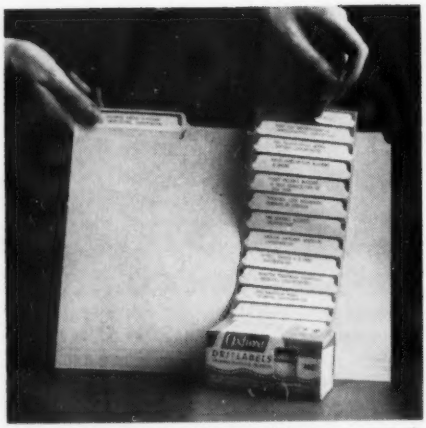
9428

For More Information Circle No. 309

machines, heat or special tools and applies in seconds with no mess or hand contact with adhesive. It is not a tape or film. For samples and details, **Circle No. 108.**

FILE FOLDER LABELS

Oxford Filing Supply Co., Clinton Rd., Garden City, N. Y., offers Oxford Dri-Labels, pressure-sensitive file folder labels that require no moistening. Packed 250 per roll in dispensing box that automatically feeds labels as typed, Oxford Dri-Labels are quickly and easily separated from backing sheet and lightly pressed into place. A permanent adhesive assures strong bond. Carefully selected paper stock resists smudging and assures clean erasures if mistake is made. Labels are made in standard 3½" width to fit popular folder tab lengths. Four-pica label height spaces entire roll for continuous typing without platen readjustment and allows three lines per label without crowding. Available in all white or with color bands at the top in crimson, yellow, light blue,

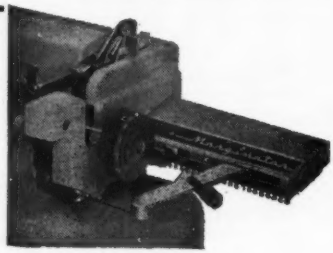


tan, green, dark blue, violet to match colors used in correspondence filing systems. Ideal for neat, fast typed file folder headings, these labels are equally adaptable for addressing envelopes and packages, color coding, labeling art work, samples and report covers. **For More Information Circle No. 208.**

NOW! TYPING that looks like PRINTING —

at a fraction of the cost!

Inexpensive Typewriter Composition That Looks Like Expensive Typeset Printed Matter



Your "copy" CAN Look Like This

Now - your typewriter is more useful than ever. Anything that is now set up in type can be well reproduced with typewriter composition, and JUSTIFIED so that regular type-set printing is simulated. Regardless of the process of reproduction -- whether for a daily newspaper, an elaborate brochure, or a simple offset, mimeographed, or hektographed bulletin, the Marginator now offers you composition at greater savings than ever before possible. The two columns shown are IDENTICAL line for line. Compare them and see how perfectly the MARGINATOR evens up the right-hand margin.

Your "copy" Now Looks Like This

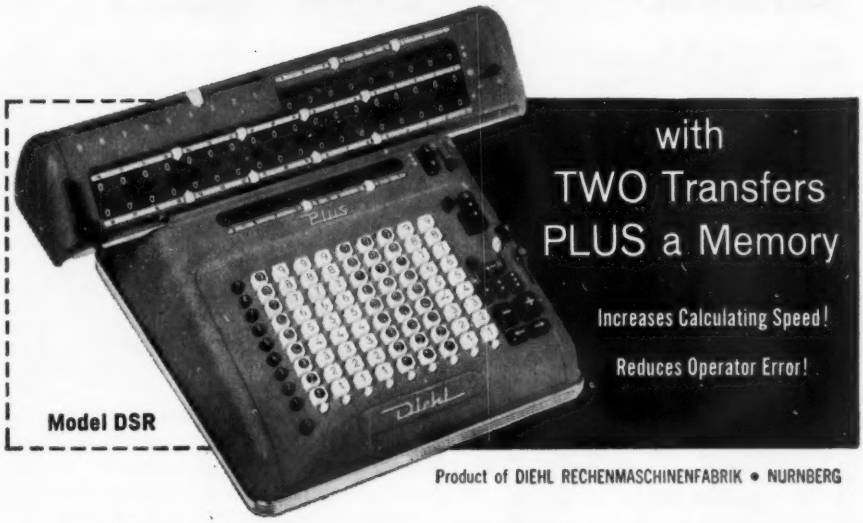
Now - your typewriter is more useful than ever. Anything that is now set up in type can be well reproduced with typewriter composition, and JUSTIFIED so that regular type-set printing is simulated. Regardless of the process of reproduction -- whether for a daily newspaper, an elaborate brochure, or a simple offset, mimeographed, or hektographed bulletin, the Marginator now offers you composition at greater savings than ever before possible. The two columns shown are IDENTICAL line for line. Compare them and see how perfectly the MARGINATOR evens up the right-hand margin.

Write for Free Illustrated Folder

MARGINATOR COMPANY, 1121 W. Magnolia Ave., Burbank, Calif.

For More Information Circle No. 462

The Only Modern **FULLY AUTOMATIC** Calculator



- *New* patented principles eliminate recopying and resetting!
- Full back-transfer from answer dials to keyboard gives uninterrupted operation.
- Short-cut pushbutton multiplication.
- Keyboard dials prove accuracy at a glance.

Be sure to see and try inexpensive PLUS Diehl before replacing your present equipment. Five models to fit your needs.

Sole United States Distributor: PLUS DIEHL Calculator Division

CONTROL SYSTEMS, INC.

5 Beekman Street New York City 38, N. Y. REctor 2-0045

Representatives in Principal Cities

DEALERSHIPS AVAILABLE — Write today for full details of the PLUS DIEHL dealership plan. It offers a complete new field for profitable calculator sales.

For More Information Circle No. 272

More that's new, more that's profitable, more reason than ever to attend

1959 NATIONAL BUSINESS SHOW

The largest and most important show of its kind, held as usual in the New York Coliseum, it will present the products and services of hundreds of the most progressive companies serving the business community. Owners and executives . . . 150,000 of them . . . will attend. Why? Because, under one roof, at one time, they will learn of the latest in business communication techniques, see new reproduction equipment and methods, find new ways to improve their business operations.

Plan now to attend the 1959 National Business Show.

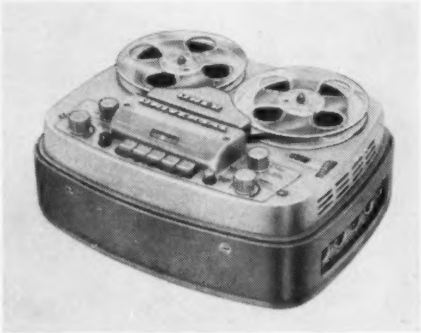
COLISEUM Columbus Circle, New York, N.Y.
October 19 through 23, 1-10 p.m. daily

For information, telephone OXford 7-7142 or write National Business Show, 530 Fifth Ave., New York

For More Information Circle No. 410

DICTATING MACHINE

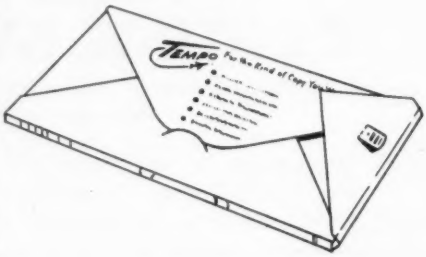
Warren Weiss, Dept. T, c/o Trans-World Electronics, Inc., 1650 Broadway, New York 19, N. Y., is sole U.S. agent for the portable Uher Universal dictating-transcribing machine which is voice actuated. One reel of reusable tape holds eight hours of recording and machine has three speeds. Other features include jamproof



keyboard, two volume controls, modulation control, automatic tape counter, typewriter or footpedal transcription control, automatic playback. Operates on any power supply. Synchronized for use with slide projector. The Uher Universal costs only $299.95, plus tax, with microphone, carrying case, empty reel and dust cover. **For More Information Circle No. 129.**

DUPLICATING STENCILS

Milo Harding Co., 161 Tempo Bldg., Monterey Park, Calif., packages Tempo pastel and regular color stencils in an easy-to-open dispenser box. A tab in an



ACME VISIBLE

PHOTO PANELS

the Quick, Easy Way to Reproduce Lists for Directories, Catalogs, Indexes, Etc.

JUST TYPE-PHOTOGRAPH-REPRODUCE

Save time and expense of typesetting; your typewriter is your compositor. Each line typed on individual card. Revisions quickly made, listings added or deleted, page arrangements changed and illustrations or headings added.

Always available for instant reference or use, easily kept up to date in your office and under your control, conveniently and compactly filed.

Reproductions can be made any proportionate size and printed by offset, planograph or other methods of commercial or office reproduction.

ACME VISIBLE RECORDS, INC., Crozet, Virginia

District Offices and Representatives in Principal Cities

ACME VISIBLE RECORDS, INC., Crozet, Virginia

☐ Send us more information and literature on Photo Panels.

☐ We are interested in Acme Visible equipment for _____ records.
KIND OF RECORD

☐ Have representative call. Date _____

Time _____

Q-959

Company _____

Attention _____

Address _____

City _____ Zone ____ State _____

For More Information Circle No. 308

end flap makes the box easier to open. Pull the tab and the flap pops out exposing the stencil heading, permitting quick withdrawal of one or more stencils. Four ways to use this functional box are: close it the way it was; tuck the flap behind the stencils; tear the flap off the box; use the flap to hang the box where it's handiest. Tempo Stencils are among the more than 350 stencil duplicating products illustrated and described in the Tempo Products catalog. **For More Information Circle No. 173.**

DATERS

for SMALL and LARGE SPACES

JAN 23 '57

FORCE Daters fit the space of all office forms. Model 400 is ideal for narrow spaces—inventory, ledger, sales cards etc. Date changes with stylus. Model 450 is all-purpose dater; month changes automatically after 31st day change. Bold day figures are easy to see.

Write for Catalog

NOV 26 1970

WM. A. FORCE & CO., Incorporated
216 Nichols Ave.
Brooklyn 8, N. Y.

Sales Offices: NEW YORK • CHICAGO • SAN FRANCISCO • MONTREAL

For More Information Circle No. 395

HAND TRUCK

Valley Craft Products, Inc., 750 Jefferson Ave., Lake City, Minn., makes an aluminum hand truck with two-wheel safety brakes constructed so that a slight pressure of the brake lever is positively transmitted to each brake drum, giving the operator safe control of the truck when moving the heaviest objects down ramps or steep inclines. A ratchet operated belt tightener is adjustable vertically so it can be set at best location for height of load to be secured. A v-belt stair-climber eases movement up and down steps while a replaceable steel skid rail protects the frame when sliding an appliance into a truck.

Ruggedly constructed from ¾" aluminum pipe and heliarc welded for rigidity. Other features are felt padded frame, replacable axle and replacable solid rubber tires. **For More Information Circle No. 126.**

Which Carbon Paper Will You Use?

a	or	b
1 WEIGHT FOR ALL REQUIREMENTS	or	3 WEIGHTS STANDARD, MEDIUM, LIGHT
1 FINISH FOR ALL REQUIREMENTS (NON-FADING)	or	4 FINISHES HARD, MED., INTENSE, ELECTRIC
5,000 COPIES PER BOX (100 SHEETS)	or	1,500 COPIES PER BOX (100 SHEETS)

SAME PRICE

SUGGESTED RETAIL PRICE $4.50 PER BOX	RETAIL PRICE $4.50 PER BOX

Naturally your choice will be... a

Kores PERMA-KOTE

NEW PLASTIC BASE CARBON PAPER

Kores MFG. CORP. • 701-725 WHITTIER STREET • NEW YORK 59, N.Y.

For More Information Circle No. 340

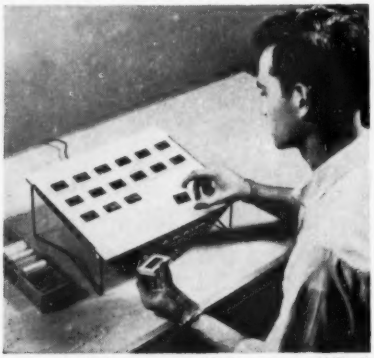
UPHOLSTERY FABRIC

United States Rubber Co., Rockefeller Center, New York 20, N. Y., is introducing Commander, a high lustre finish Elas-

tic Naugahyde upholstery, available in ten colors. High slip finish is said to make it abrasion and scuff resistant, highly resistant to splitting, chipping or tearing. The strong elastic fabric backing assures smooth tailoring and tacking. **For More Information Circle No. 220.**

SLIDE SORTER

H. E. Geist Co., 2168 West 25th St., Cleveland 13, Ohio, announces that im-



proved lighting and light ray diffusion make the Geist Slide-Sorter more effective for sorting photographic slides. A blue

Let us prove it to you!

METALCRAFT, INC. OF-7
Mason City, Iowa
Send free samples, literature and your Property Control pamphlet.
NAME_____
COMPANY_____
STREET_____
CITY_____ STATE_____

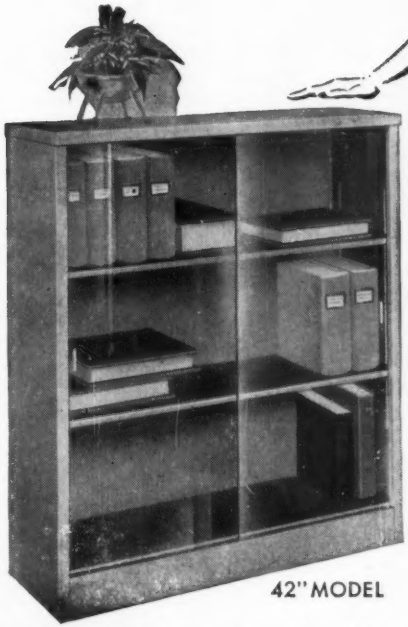
Nationwide, efficiency-wise companies are using Serially Numbered "AUTOGRAPHS", the tags that meet every qualification for effective Property Control. They're attractive, legible, durable, economical . . . and a cinch to mount on any surface. Millions in use because they make sense and save dollars.

METALcraft® INC.
MASON CITY, IOWA, U. S. A.

For More Information Circle No. 458

New MASO BOOKCASES

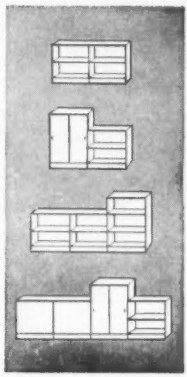
LOW-COST
SMART • STURDY • VERSATILE



42" MODEL

MASO new bookcases, with decorative design and beautiful finish, have a wide variety of uses. Attractive as corner or wall bookcases — individually or grouped; island dividers; counters. Provide working, shelf or counter area; office or stock room storage.

Group arrangement of 29" and 42" Units



Choice of finish to blend with modern office or store furnishings: Desert Tan, Mist Green, or Gray. Adjustable shelves. Open, or choice of two types of sliding doors—steel or glass. Finish is baked-on-enamel. All models in 12" or 18" depths. Readily convert to door or basic unit style.

OUR 26th Year

MASO

Mail coupon today for

FREE CATALOG

INTERSTATE METAL PRODUCTS CO., INC.
(Office Equipment Division)
666 LAKE SHORE DRIVE, CHICAGO 11, ILL.

Please send your FREE CATALOG giving complete information on new MASO bookcases and supply units.

Name.....

Title.....

Company.....

Address.....
(City) (Zone) (State)

For More Information Circle No. 307

STEVENSON & SMITH, INC.

LEADING MANUFACTURERS

OF

Intricate, Accurate, Economical

SPECIALTY

Multi-Part Business Forms

Stevenson & Smith, leading business forms manufacturers and business systems creators, are represented, coast to coast, by outstanding Business Forms dealers and systems analysts.

Write for name of your nearest representative.

STEVENSON & SMITH, INC.
Lackawanna Place
BLOOMFIELD, NEW JERSEY

For More Information Circle No. 463

New, low cost PLATEMAKING UNIT

The Miller-Trojan "TASKMASTER"

A combination printing frame and arc lamp in one compact, completely enclosed, light tight unit. Makes line and halftone plates in any size up to 21" x 25" automatically—in less time and with better results. Holds material in absolute contact during exposure. Motor driven lamp distributes powerful light evenly over entire working-surface—and keeps light uniform during entire exposure. Controls so simplified that anyone in the office can operate.

Complete unit ONLY $442.50

MILLER-TROJAN CO., INC. Troy, Ohio

For More Information Circle No. 464

lighting unit transmits white light through a light diffusing translucent top. The white light that appears on the sorter top is softer, whiter and more even than before to illuminate photographic slides clearer and in truer color and stronger black-and-whites. Slide-Sorters save time and eliminate tedious sorting of slides one at a time because you can spread up to 40 slides at a time on 12" x 14¼" translucent top and view all 40 slides at one time for easy and rapid selection of slides. Unit is mounted within a sturdy attractive, baked enameled frame that is light in weight for easy portability. **For More Information Circle No. 102.**

CLEANER, LUBRICANT

Technilube, 823 Main St., Napa, Calif., announces its All-In-One Technilube 1000 self-rinsing lubricant for cleaning, lubricating and protecting office machines. Reported safe even for polystyrene parts, it

speeds office and field inspections, swiftly freeing sticky parts and wiping clean of painted dials, plastic keys and covers. Of pleasant aroma, this stable fluid compound contains an aircraft instrument lubricant (operable at —70° F.) to end seizing and binding of fast moving parts. Simply brush, spray, wipe or immerse for soils

penetration; then blow out with air or allow to drain. No rinse is needed as Technilube drives soil out to sides of tank. Price is $3.92 per gal., in one, five or 55-gal. containers. **For More Informat on C rcle No. 109.**

CARD FILE DESK

Business Efficiency Aids, 8114 Lawndale Ave., Skokie, Ill., announces the Magne-Dex record desk that can be extended as needed. This combination desk and file places cards where they are instantly accessible for reference and posting. Work table accommodates all posting work. File drawers open full length, making their entire capacity available for

filing. Cards are filed in trays facing operator and the Magne-Dex principle provides visibility to cards wherever operator touches the file. All drawers operate on ball-bearing, cradle-type progressive suspension. There are two 4-drawer card units, models CRD 985 and CRD 1264. Both are 26″ x 38″ x 35½″. The 985 will accommodate three T2385 trays in each drawer or 12 trays per file; the 1264, four T2364 trays each drawer or 16 trays per file. Desk insures all records where one seated operator needs maximum card capacity in minimum floor area. **For More Information Circle No. 139.**

Complete your line with the Sengbusch nine...

Faster Selling Office Aids

Everyone's selling more Sengbusch Distinctive Office Essentials! Chances are, your morning mail was signed, sealed, and delivered to file, through the aid of these eye-and-buy styled Quality Desk Items. Free sales promotional pieces. Write for details.

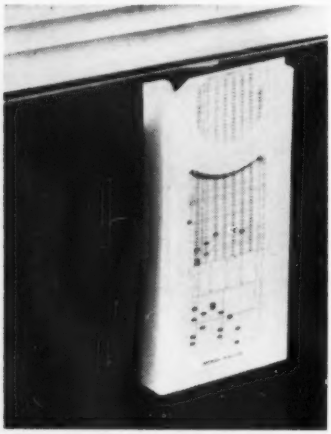
Sengbusch®

12-9 Sengbusch Building
Milwaukee, Wisconsin

For More Information Circle No. 406

PUNCHED CARD HOLDER

Beemak Plastics, 7424 Santa Monica Blvd., Los Angeles 46, Calif., has developed the BP-130 Magnetized Tab Card



Holder which has four heavy permanent magnets attached so that it will cling to data processing machines, file cabinets, or any steel surface, providing easy on-and-off accessibility. Magnetized holders come in ivory, red, blue, green, yellow and black for color coding and instant recognition. **For More Information Circle No. 120.**

OFFSET ROLLERS

Machine Parts Co., Div. Mutual Engineering & Mfg. Co., 1124 East 108th St., Los Angeles 59, Calif., announces that improvements to their rollers have been made to give users of Multilith and Davidson machines the finest offset reproduction. These include: balanced rollers, absolutely uniform and perfectly machined; hardened shafts and oscillator surfaces; premium rubber rollers (orange) to eliminate stickiness. Complete stock for same day shipment; no-damage packing (oscillator units shipped in form-fitting wooden boxes). Every item is thoroughly factory inspected and tested before shipment. Rubber on rollers is guaranteed for one year except when subjected to misuse or abuse. For the past 17 years, Mutual has specialized in the precision manufacture of its own products as

New, Improved, Money-Saving **ACCOUNTING EQUIPMENT**

POSTING TRAYS

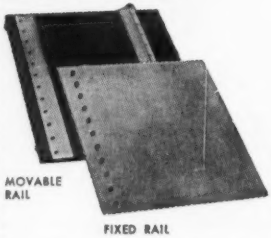
Narco
COMPRESSION TYPE

Speed paper handling with this sturdy, compression type NARCO Posting Tray. Opens, locks, extends, with finger tip control for posting, reference, storage. Lightweight. Lifetime, precision built, steel construction.

Narco-Matic
PORTABLE TYPE

Simplify and speed posting for small groups of accounts with this NARCO-MATIC Portable Posting Tray. Combines the convenience of a posting tray with the compactness of a binder. Aluminum. Lightweight yet sturdy.

WRITING BOARDS



Create multiple records with one writing. Get machine efficiency—without the machine. Patented features on NARCO movable boards insure positive registration. Collating rails cannot fall out. Lightweight. Easy to handle.

Wide selection of standard sizes. Special sizes made to order. Write for information and prices.

ADV. 8

NARDON MANUFACTURING COMPANY
2125 W. MISSION ROAD
ALHAMBRA, CALIFORNIA

Narco

DISTRIBUTORS:
Some territories still open

For More Information Circle No. 456

His...

Carbon copies that have an "original-like" appearance, clean and clear in every detail...

Hers...

Perfect carbon copy results every time; an end to the "Messy Fingers Era" of typing...

Modern is the word for this carbon paper that produces up to 15 copies at *one* typing; that *cannot* smudge fingers or copies under normal handling; that always assures you the same high level of carbon copy quality. Prove it by filling in the coupon.

BEAUTYRITE 44...

THE CARBON THAT CAN'T BE COPIED

Remington Rand
Division of SPERRY RAND CORPORATION
315 PARK AVENUE SOUTH
NEW YORK 10
Room 1934

Please send me free samples of *Beautyrite* 44 Carbon Paper.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

For More Information Circle No. 364

OFFICE
AUTOMATION
CLIMAX OF 20 YEARS OF DEVELOPMENT
by PRINT-O-MATIC
MACHINES that
SAVE TIME • CUT COSTS
for YOU!

FOLD-O-MATIC
FOLDING MACHINES

• FOLD 120 SHEETS PER MINUTE IN ALL POPULAR FOLDS
• POWERFUL UNIVERSAL MOTOR
• BALL AND SELF-LUBRICATING BEARINGS THROUGHOUT

A MONEY-MAKING AUTOMATION CREATION FOR EVERY OFFICE

FH-5C Desk Model
FH5-HD Heavy-Duty Model
and NOW . . .
(Super-capacity, folds sheets up to 17" x 22")
FH6-AP All-Purpose Model

NEVER BEFORE SEEN
New Model PRINT-O-MATIC
MIMEOGRAPHING MACHINES

See
THE SENSATIONAL
5-E ELECTRIC
ROTARY FEED
5-B HAND-OPERATED
ROTARY FEED
All with
FULLY AUTOMATIC
CONTROLLED
SEMI-PASTE INKING

All of these—and more at
NSOEA SHOW
BOOTH 143
If you can't see them, WRITE for details

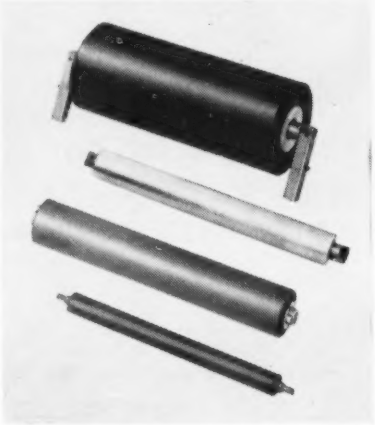
and amazing, successful PRINT-O-PASTE INK and SILK SCREEN PADS for MIMEO EQUIPMENT

Special highlight of the show—
Premier showing of
LETTERHEAD IMPRESSOR!

PRINT-O-MATIC CO., INC.
724 WASHINGTON BLVD. • CHICAGO 6, ILL.

For More Information Circle No. 204

well as for other manufacturers. Its line includes water form rollers, oscillating ink rollers, oscillating roller shells, water ductor rollers, automatic precision vibration water rollers, ball bearing ink form

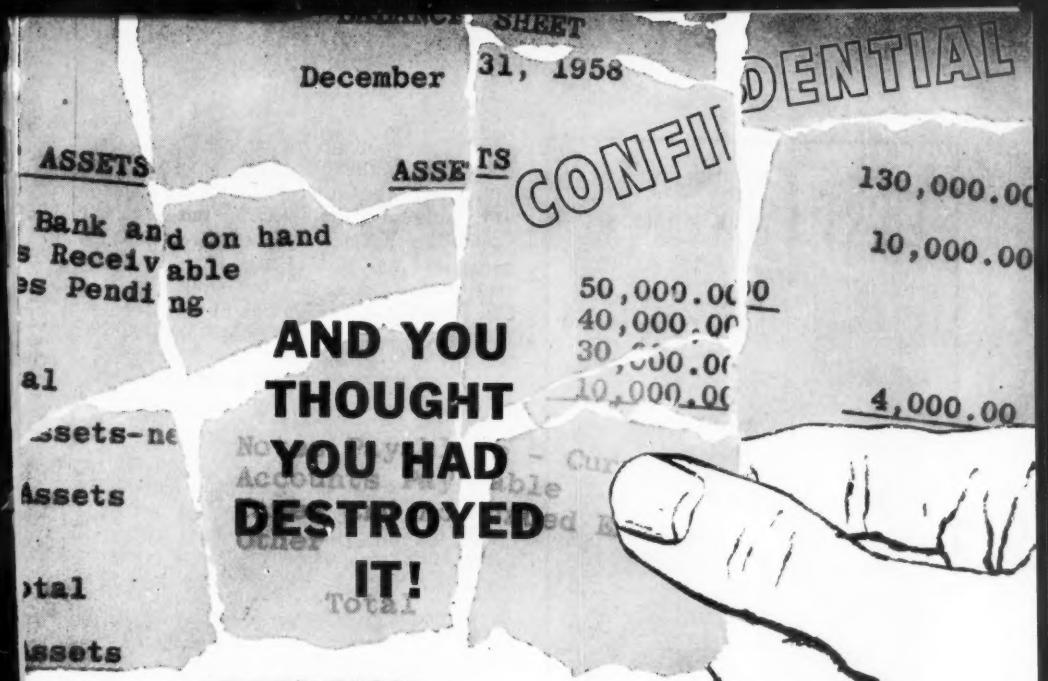


rollers, oversize ink idler rollers, ink ductor rollers; also a polyethylene water fountain bottle and cap. For complete literature and prices, **Circle No. 152.**

CARBON PAPER

Kores Mfg. Corp., 701-725 Whittier St., New York 59, N. Y., makes Kores Perma-Kote, a plastic base carbon paper. Using

the reservoir color-transfer principle, Perma-Kote is said to give up to 14 clean, sharp, legible copies in one writing and a



AND YOU THOUGHT YOU HAD DESTROYED IT!

ATTENTION – Office Manager

There's one quick, effective way to destroy confidential papers and obsolete records instantly – in your own office – with no possible chance that anyone can reconstruct them.

The new Shredmaster Bantam 10 is as unobtrusive as your office typewriter. Anyone can operate it . . . just drop papers in and unreadable shreds come out. Safe, clean, quiet, trouble-free. You can use the sheds as packing material.

Put a Bantam 10 in every office where papers should be destroyed to protect personal privacy and company secrets.

FREE: Illustrated descriptive folder with details of 10 Day Free Trial. Just write today to:
75 Varick Street, New York 13, N. Y., Room 1410
Ask for Circular 70

For quick, effective destruction of
Personnel Records
Sales Files
Engineering Drawings
Financial Reports
Estimates
and Proposals

Shredmaster Bantam 10 — the lowest-priced shredder on the market. Quickly pays for itself.

The **SHREDMASTER** *Corporation*
A DIVISION OF SELF WINDING CLOCK COMPANY, INC.

Manufacturers of the Clipper 14, only heavier duty shredding machine suitable for office use.

Sales and Service in principal cities in U. S. and Canada.

For More Information Circle No. 369

FIRST | IN QUALITY
IN PERFORMANCE
ATLAS

VERTICAL FILING SYSTEMS

• FAST
• EFFICIENT
• ECONOMICAL
• SAFE

FOR
NEGATIVES • OFFSET PLATES
STENCILS • SKETCHES • ARTWORK
MASTERS • X-RAYS

Atlas Hangers are manufactured in 11½", 14", 18" and 22" widths. Cabinets — large and small — available for all size and type of hangers.

ANOTHER FIRST — ATLAS Introduces a New Multipurpose Hanger National Graphic Arts Exposition Booth 205

NSOEA Convention Booths C-3 and C-4

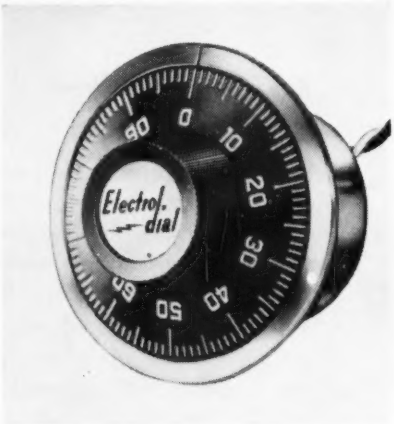
ATLAS STENCIL FILES CORP.
16716 Westfield Avenue, Cleveland 10, Ohio

For More Information Circle No. 402

sheet can be used for up to 75 letters according to the manufacturer. The one grade gives equally good results on standard, noiseless and electric typewriters. Copies do not smudge and the carbon paper will not curl. Perma-Kote is also said to eliminate fading and limited shelf-life. It retails at $4.50 a box of 100 sheets. **For More Information Circle No. 185.**

ELECTRIC FILE LOCK

Electro Dial Lock Co., 7039 Sunset Blvd., Hollywood 28, Calif., makes Electro Dial combination locks for filing cabinets. Said to be pickproof and burglarproof, four separate combinations can be set up on one Electro Dial. Thus a four-drawer filing cabinet can have one master combination to unlock all drawers, and



three additional combinations, one for each of three drawers. For locking bar filing cabinets, Electro Dial can be used to energize a solenoid at each of the drawer combinations to allow manual removal of the locking bar. Hundreds of different combinations are available, and changing a combination is accomplished by a simple operation. Electro Dial locks can be installed on desks, cash drawers, electrical office equipment, safes, vaults, doors, etc. Available in a model with a detachable dial so that the only visible portion of the lock is a hole approximately

⅛" in diameter, into which the dial shaft fits. Can be wired to give an audio or a visual signal at any time cabinet is opened and left unlocked, for high security installations. **For More Information Circle No. 105.**

CARBON PAPER

Kee Lox Mfg. Co., Dept. 103, 10 Kee Lox St., Rochester, N. Y., announces a package that enables secretaries and typists to collate Grip N Pull carbons and copy sheets without touching a carbonized surface at any time. Top of the hinged, one-piece box functions as a collating tray. When box is opened, uncoated-edge carbon paper is ready for collating in left hand portion of opened box. As each sheet of copy paper is placed in right hand portion of box, a sheet of Grip N Pull is placed over it, using uncoated edge in handling. Aligned and collated sheets are automatically positioned for easy removal by an elevating knob in the right hand corner of tray. When collation is complete, copies and carbons are ready for insertion in typewriter. Besides assuring cleanliness, Grip N Pull and Economizer Tray speed collating operations by preventing skidding and maintaining proper paper align-

ment. As carbons are replaced in box, top to bottom, their original order is automatically reversed, resulting in uniform wear and extra copies from each set. **For More Information Circle No. 194.**

NOW SNAP APARTS AND CONTINUOUS FORMS FROM INTERNATIONAL BUSINESS FORMS

INTERNATIONAL BUSINESS FORMS offers:
QUALITY Forms, produced on modern rotary equipment — sold only through our dealers.
COMPETITIVE Prices—liberal dealer discounts —You're "in the running" with an IBF Quote. Quantity advantage, too! Orders accepted for only 2500 sets of Snap-Aparts—NEW POLICY!
DELIVERY PROMISES you can count on. Try us on one job and see!
EASY-TO-USE PRICE LIST—Anyone can make estimates with a little practice.
RAPID QUOTATION SERVICE—Your quotation requests handled AT ONCE. Same day if specified.

Write New Dealer Dept. 1 today for complete information on this profitable line. Try International. We are confident of our ability to satisfy the Dealer and his customer!

INTERNATIONAL BUSINESS FORMS
INCORPORATED
1600 E. 26th ST. LITTLE ROCK, ARK.

Our Snap-Apart Forms have been a standard of quality for years. For fine printing; just right "snap-apart" action, they are unexcelled. INTERNATIONAL BUSINESS FORMS snap-aparts assure customer satisfaction.

Continuous Forms, TOO! Now—offer your customers Continuous carbon-interleaved forms — Line Hole Punched Tabulating; pasted; or stapled—up to 10 parts. In Continuous as in Snap-aparts, International means quality — at the right price.

PORTABLE COLLATOR

A. P. Heinz Co., Dept. 10, 2422 Lunt Ave., Chicago 45, Ill., makes a portable collator which allows anyone to gather 6000 sheets an hour. The all-aluminum collator weighs only 7 lbs. and is 17½″ wide, 11″ deep and 15″ high. Each of its 12 stations holds 400 sheets of paper and, by removing the center divider, sheets up to 11″ x 17″ can be accommodated. The Heinz collator is priced at $37.50 **For More Information Circle No. 114.**

The Business Game goes smoothly when moves are signalled by

GEORGE B. GRAFF COMPANY
54 Washburn Ave., Cambridge 40, Mass.
For More Information Circle No. 162

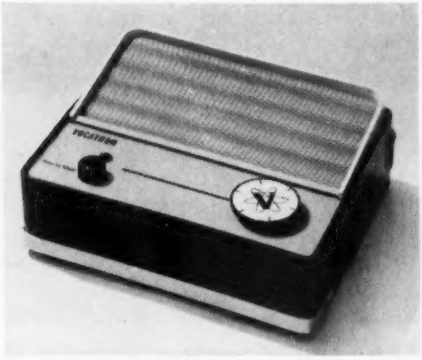
PENCILS

VenusPen & Pencil Corp., Lewisburg, Tenn., makes Commercial Pencils with lead that writes as black as a soft pencil, is

as strong as a hard pencil, makes as many carbon copies as a ballpen and reproduces clearly on office copying machines. All-purpose No. 2 and No. 3 for extra fine writing are 10c each, $7.20 per 100, less than 5c each for 5000. **For Information Circle No. 187.**

INTERCOM

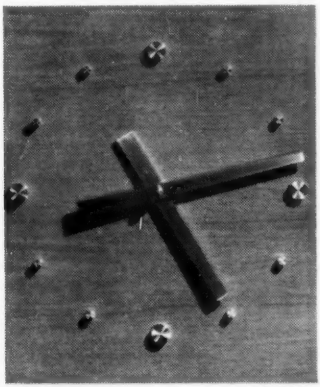
Vocaline Co. of America, Old Saybrook, Conn., makes the Model CC-60 Vocatron, a wireless intercom which requires no installation or wiring and plugs in any



electrical outlet. It is extremely compact, measuring only 3″ x 8″ x 6″. Special features are unit's simplicity of operation and high sensitivity—operates at fingertip touch. Each unit is $54.75. **For More Information Circle No. 104.**

WALL CLOCKS

M & M Industries, P.O. Box 91, South Milwaukee, Wis., announces a line of Prebuilt Hi-Lite clocks ready for installation.



Clock mechanism is concealed in outlet box. Unlike the Inbuilt design which requires that numerals be secured directly to the wall, the Prebuilt may be installed,

WHICH ONE OF THESE
MANAGEMENT QUESTIONS
GETS A HAZY ANSWER
IN YOUR COMPANY?

1. *What is Policy?*
2. *What are the 7 marks of a Useful Report?*
3. *How can we write procedures so anyone can understand who does what and when?*
4. *How do bootleg forms affect office costs?*
5. *Will Electronics solve your office problems?*
6. *Is an organization chart A Useful Tool?*

Each of these questions is answered in separate issues of SYSTEMATION, a new service by a 42 year old management service company.

SYSTEMATION costs $20. a year. But you can judge for yourself first. Write for free **FREE** copies of issues answering any two of the above questions.

systemation Division of Ross-Martin Co.
Dept. A-1099, P. O. Box 800, Tulsa 1, Oklahoma

For More Information Circle No. 422

Save Those Beautiful Eyes

RITE-LINE COPYHOLDER

- SAVES EYESTRAIN
- PROMOTES ACCURACY
- INCREASES PRODUCTION
- TAKES COPY UP TO 20"
- HOLDS NOTEBOOK
- FITS IN DESK DRAWER
- LINE MAGNIFIER EXTRA

Send for FREE Booklet describing RITE-LINE COPYHOLDER

RITE-LINE CORPORATION
4209 39th St., N. W., Washington 16, D. C

For More Information Circle No. 423

or removed for cleaning or redecorating, in a matter of minutes. Since no drilling of walls is required, Prebuilts may be used equally well on plaster, brick, stone or paneled construction. Prebuilts give greater readability since central disc is not required. It is also said to allow introduction of a variety of materials into the decoration scheme. **For More Information Circle No. 150.**

MACHINE MOUNTS

Consolidated Kinetics Corp., 1065 Dublin Rd., Columbus 8, Ohio, announces an office machine caster cup containing Fiberglas materials to provide increased efficiency and improved working environment. Kinetic Mounts prevent mutilation of floors, stop transmission of noise, shock and vibration, and prevent machines creeping out of position. The cups are resilient through use of Owens-Corning Fiberglas materials. They deflect under load and return to their original height when load is removed. Machines are isolated from floor, eliminating operator fatigue caused by transmission of noise, shock and vibration. The telescoping cast aluminum housings contain bonded, high density Fiberglas.

Each mount is capable of supporting 50 to 1000-lb. loads to accommodate a wide variety of accounting, card punching, check canceling, data processing and floor mounted machines. **For More Information Circle No. 179.**

THERE IS NO OTHER WAY

MIRACLE FILE

to store old OFFICE RECORDS for less than 50¢ per cu. ft.

- shipped flat and stores flat...takes up practically no room
- pops open for use instantly...thanks to exclusive automatic folding action
- exceptional stacking strength...stack 'em to the ceiling without shelving
- double bottom cannot "fall through"
- easy to carry...even when full
- separate removable telescopic cover

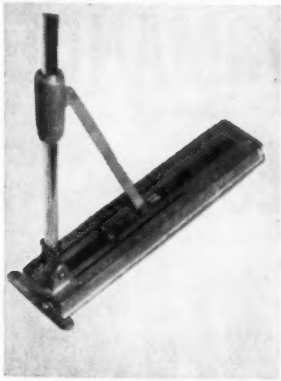
Write today for prices on 100 to 5000 quantities.

THE PAIGE COMPANY
114 East 32nd Street New York 16, N.Y.

For More Information Circle No. 409

FLOOR-SAFETY GAUGE

Frazier Engineering Co., 361 M & M Bldg., Houston 2, Texas, has developed an instrument to record the safety of waxed floors. Called the Safe-Test Slipmeter, it makes possible accurate records on floor



surface conditions, useful in potential compensation cases; measuring maintenance techniques; elimination of complaints about slippery conditions. Said to record on any type of surface, quickly and dependably, it is a useful addition to a safety program. **For More Information Circle No. 175.**

"If you don't give me a raise I'll tell everybody that you did!"

PURE RUBBER BANDS

Guaranteed to stretch 7 times their length

Star Rubber Bands have exceptional tensile strength . . . are fresh, clean and reusable. Available in grey or colors, they are manufactured to meet exacting standards of uniformity and quality. Made from pure rubber, Star Rubber Bands are sturdy and resilient . . . their strength and quality lasts and lasts.

EBERHARD FABER has manufactured quality rubber bands for almost a century.

Tm. Reg. U.S. Pat. Off. and Other Countries

110th Anniversary, 1849-1959

EBERHARD FABER

WILKES-BARRE, PA • NEW YORK • TORONTO, CANADA

For More Information Circle No. 394

NOW! SHEAFFER QUALITY... SHEAFFER PERFORMANCE... AT POPULAR PRICES!

NEW!

Handsome desk sets in popular "telephone" colors. Choice of Sheaffer Cartridge Fountain Pen, **$4.95** and **$5.95**
Skripriter Ballpoint, **$3.95** and **$4.95**

NEW!

The all-new, popular-priced version of the Sheaffer Cartridge Fountain Pen. Loads like a rifle with cartridges of *Skrip* writing fluid. Holds more ink in one load than any other pen made in America.

ONLY $2.95

NEW!

The '59 *Skripriter* Ballpoint Pen. Starts instantly. Won't skip, because *Skrip** takes the skip out of ballpoint writing. Handsome anodized aluminum case in choice of six colors.

ONLY $2.95

**Skrip* Ballpoint Fluid

NO OFFICE IS COMPLETELY EQUIPPED WITHOUT

SHEAFFER'S®

W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA ©1959, W.A.S.P. CO. • SHEAFFER PENS...MAICO HEARING AIDS

For More Information Circle No. 258

Literature from the Manufacturers

FURNITURE

Columbia - Hallowell Div., Standard Pressed Steel Co., Jenkintown, Pa., offers a four-color 16-page catalog of its Nine-To-Five office furniture line. "Office Furniture That Puts Space To Work . . . Beautifully" is the theme of the catalog, which points out that the "hours of nine-to-five are vital to business." Full-color illustrations show the various types of work stations that can be formed with Columbia's Nine-To-Five line. The catalog points out 16 extra quality features found in the units, including one-piece wrap around desk pedestals, telephone equipment mounting boards on back panels and fully interchangeable drawers in pedestals. Instructions are given on how to plan an office, making full use of available space. Dimensions and pictures of all units and components are also shown, along with several typical office layouts. For the catalog, **Circle No. 211.**

RECORDS PROTECTION

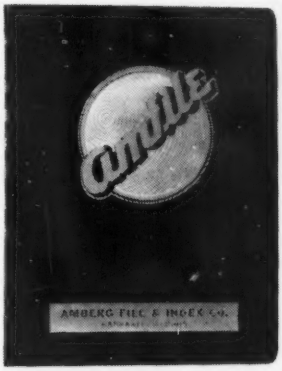
Mosler Safe Co., 320 Fifth Ave., New York 1, N. Y., offers a "Blueprint for Record Protection," a four-page folder which includes a protection survey form for use by dealer salesmen as an aid in selling insulated files. The form has columns listing records, their location, and the number of insulated files needed. By filling out the form, salesmen are able to show prospects the degree of protection needed. For a copy, **Circle No. 155.**

ADDERS & CALCULATORS

Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18, Ill., offers a 35-page booklet, "Your Keys to Better Business." It features the latest model Victor adding machines and calculators with full information on applications, specifications and maintenance. For a copy, **Circle No. 153.**

PORTFOLIOS & COVERS

Amberg File & Index Co., Kankakee, Ill., announces publication and distribution of Catalog No. 359 on the firm's Amfile products. It features a complete line of portfolios and brief covers, also a



canceled check case. It combines, under one cover, all information retailers need on the complete Amfile line. There have been only minor price adjustments on a few items. To obtain a copy, **Circle No. 154.**

TYPEWRITER

Remington Rand Div., Sperry Rand Corp., 315 Park Ave. South, New York 10, N. Y., offers a brochure describing and illustrating the principle behind the Fold-A-Matic construction of its standard

HURRY! HURRY! HURRY!

READY TODAY! LIMITED SUPPLY!

Your Newest . . . Your Finest . . . Your Greatest Money Maker . . .

GOES 1959 HOLIDAY LETTERHEADS

53 Beautiful . . . colorful distinctively Personal Holiday Letterheads . . . Ready for you to imprint with your customers letter, or your own.

17 Contrasting or matching envelopes . . . produced for you in multi-colors and gold . . . Designed to add elegance to your Christmas "Personal" letters.

10 TRUCOLOR prints reproduced on folders to give you and your customers the values of a personal message . . . plus the beauty of the full color Goes scenic TRUCOLOR prints.

10 Charming designs that spell warmth . . . colors that hold attention . . . Pictures that truly express the feeling of the Holiday Season. All on fine Kromekote . . . the Estelle Folders.

And . . . Many other features!

FREE Goes 1959 Holiday Letter Sales Porfolio. Just attach this coupon to your letterhead, we'll rush the samples to you.

Yes: We want to show GOES 1959 HOLIDAY LETTERHEADS. Please send a FREE sample kit to:

NAME_____

COMPANY_____

STREET_____

CITY_____ ZONE_____ STATE_____

GOES LITHOGRAPHING COMPANY

42 W. 61st Street • Chicago 21, Illinois

For More Information Circle No. 408

typewriter. This enables the machine to be opened like a book for inspection in its own office location. Covers can be removed in seconds, and the inner assembly unfolded to expose all working parts within three minutes. The assembly can be opened and closed without disturbing any of the scores of precise adjustments necessary for typing quality. For the brochure, **Circle No. 121.**

SPOT CARBONIZED FORMS

Transkrit Corp., 704 Broadway, New York 3, N. Y., announces its Specimen Portfolio containing a large variety of sample forms featuring Transkrit hot wax spot carbonizing. Special hot wax carbon inks, compounded in Transkrit's own ink plant, are applied to the backs of single or multiple forms in any area and any shape. This allows transfer of certain information to a selected sheet or sheets,

omitting it from others. This is done automatically by positioning areas of carbonizing on backs of various sheets in the set. Top (original) sheet is written by hand or machine as any other forms set. Use of spot carbonizing eliminates carbon interleaving. Up to 18 copies may be obtained without smudge or smear at one writing. Copying qualities are guaranteed for 20 years. Any type of stock including ledger, tissue, safety or gummed paper may be used. **For More Information Circle No. 122.**

RECORDER-REPRODUCER

Soundscriber Corp., 6 Middletown Ave., North Haven, Conn., has issued a brochure describing its 24-hour continuous tape recorder-reproducer. The eight-page booklet illustrates the Monitor's operational features, contains a complete list of its specifications, and indicates the great variety of its users. For a copy, **Circle No. 124.**

DOCTORS' ACCOUNTING

Royal McBee Corp., Data Processing Div., Port Chester, N. Y., has issued a six-page brochure describing operation of a medical office accounting plan. This low-cost plan allows the office assistant for a physician or small clinic to create all patient account records with one writing. It features the Royal McBee Medical Office Poster, and a set of patient records especially designed for medical offices. Manufacturer claims clerical savings of up to 60% over manual methods, plus assurance of up-to-date and accurate billing and accounts receivable. Available as S-513 from Royal McBee or **Circle No. 125.**

TRANSPARENTIZING TECHNIQUES

Hampton Processes, Inc., Newton, N. J. offers CTS Bulletin 105, a four-page booklet which describes the CTS transparentizing method and its many uses in the office, art and offset printing department. Prepared as a guide to all types of reproduction departments, over a dozen articles and case histories discuss new techniques

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For More Information Circle No. 401

in transparentizing, cleaning and sealing drawings, documents, records and 'stats' to increase quality and reduce diazo, whiteprint and offset printing costs in making intermediates. For a copy, **Circle No. 160.**

REFERENCE CHART

Alvin & Co., Inc., 611 Palisado Ave., Windsor, Conn., offers its catalog and ready reference chart for architects, engineers, draftsmen, designers, artists, machinists, instructors, surveyors and students. Giant, indexed catalog is fully illustrated; contains clear descriptions of every product; exhibits a complete line of drawing sets and equipment, instruments and materials, designing aids and measuring devices. Conveniently hangs on the wall for quick reference. Contains handy charts such as fraction-decimal equivalents, architect symbols, tap drill sizes for drawing standard identification lines and nut and bolt, wire, cap and screw specifications. For free copy, **Circle No. 116.**

OFFSET PRINTING

Photostat Corp., Dept. TO-1, Rochester 3, N. Y., offers a brochure on Finer Offset Reproduction. The multi-color, 12-page booklet describes in detail the newest line of Photostat Masterlith offset duplication equipment. Close-ups of new design concepts of the Masterlith, which help assure highest quality and economical, trouble-free operation, are featured with complete explanatory text. Accessories that can be used for special applications such as purchase orders, invoices, etc., also are described. The brochure outlines which models are best suited to what needs and gives a complete listing of Photostat's nationwide network of sales and service offices. For a copy of this brochure, **Circle No. 117.**

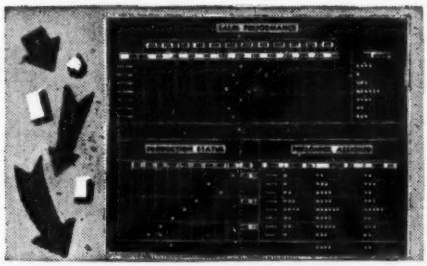
WHEN YOU CHANGE your address, please provide both your old and new addresses at least one month in advance.

Right or Wrong

(Continued from page 131)

Was Jane:
RIGHT ☐ WRONG ☐

WHAT ARBITRATOR LAURENCE E. SEIBEL RULED: "Neither of the grievant's arguments are persuasive. She was permitted to take time off regularly after she had been employed for some time. She did NOT originally take the job with the understanding that she would be allowed to see her doctor on company time. This came later. It was done as a favor to the employee and in no way binds the company. With respect to the sick leave argument, this, too, has no validity. Sick leave is intended for unforeseen illness and is not



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applicable to situations where medical treatment is regular, recurring and indefinite in duration. Jane X was discharged for just cause."

Microfilm as a Tool

(Continued from page 112)

cessfully stored on 35mm microfilm and lose none of their detail when enlarged.

Historians look forward to the day when they can refer to government documents and proceedings of early legislative groups through microfilm records now being prepared by the Library of Congress.

Some are already available. A leading state historical society, for instance, began an intensified microfilming program as early as 1934 and today has one of the best files of any state historical group in the nation. Librarians say the greatest service of microfilm is the possibility of putting microfilm on their shelves and eliminating bound volumes.

We need to re-examine our entire approach to microfilm and to put it in its proper place as an active part of our office management planning. We need to put microfilm on an equal footing with other business equipment, and only when we do will we begin to enjoy the benefits of efficiency, speed and economy it holds for us.

Missing Persons

(Continued from page 85)

to find the insured person and obtain an affidavit of survival, but will not reveal the whereabouts of the person.

The question arises here of missing

persons from another jurisdiction who are found unidentified locally, *i.e.*, within the city's 83 police precincts. No one police department can keep cases on a national basis. We have found the following system very effective.

When alarms via Teletype, circulars, letters, telegrams, or FBI bulletins are received, we file them chronologically and index them alphabetically. We do not keep a physical description file on these cases as it would become so voluminous that it would be ineffective. We do, however, compensate for its lack by transmitting a Teletype message to all police departments, stating that we have an unidentified body or person and giving a full description with a request that they check their files of missing persons. In homicide cases and those of missing juveniles, we request the FBI to include the information and a photograph (if available) in the FBI *Law Enforcement Bulletin*.

One final note concerning our system. When a "seeking to identify" message is received from any source—Teletype, letter, FBI bulletin, etc.—we immediately check it against our physical description file. If we draw a blank, we file it with the photographs and descriptions of the unknown and unclaimed dead so that when complainants start searches, often months or years later, we have access to all the unidentified who have been reported.

Many disappearances are of no official concern to the police. Various agencies, however, may be anxious to trace

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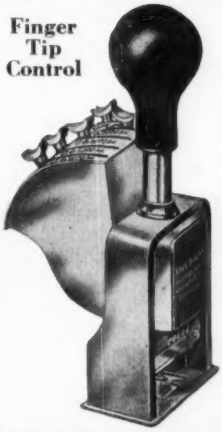

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For More Information Circle No. 461

the person concerned, for missing persons are of interest to many organizations such as banks, insurance companies, loan firms, credit groups, etc.—all of which need a system if they are to have any success. In the Missing Persons Bureau of the New York City Police Department we pride ourselves on having evolved such a system.

Code for Birth, Sex

(Continued from page 145)

the sum arrived at following the second operation is always the same as the last digit of the day of the month. Further simplification of the mental computation may be made in light of the above. In examples 3 and 4 above, the computations become:

3. December 28, female:
   12 x 4 = 48
   48 + 2 = 50
   Add suffix 8 = 508
   Add 5(00) to 1st digit = 1008
4. February 4, male:
   2 x 4 = 08
   Add suffix 4 = 084

For additional clarity, the following coded examples are given:

December 20, female.....000
December 31, female.....011
January 1, male 041
December 31, male 511
January 1, female 541
December 19, female 999

Certain code numbers do not exist, and female codes are at both ends of the numerical scale. If females predominate, add 500 to males with no addition to female codes. This will permit faster coding.

Honesty Is the Best Personnel Policy

FLORENCE DEPPE HOLMGREN
Co-Owner, Metropolitan Personnel Service, Fort Wayne, Ind.

THE FUNCTION of a private employment service is to serve employer and jobseeker alike. In performing this service many problems occur, but none causes more headaches than that arising when people are not told the true reason why they are either fired from a job or rejected for employment. When a person applies for a job, he is expected to answer the questions on the employment application truthfully. When a person is fired or rejected, the employer should tell him why, and the reason given should be the real one.

An adult in the labor market can profit by his mistakes only when he knows what his mistakes are and how much they have actually affected his employment. Employment is his, and his family's, livelihood. When he has done something, or failed to do something, he should be told so that he has an opportunity to correct his mistakes. When he is not informed, the employer assumes equal responsibility if ignorance continues to affect his future employment life. Conversely, if he is told, and moreover, if he is given positive

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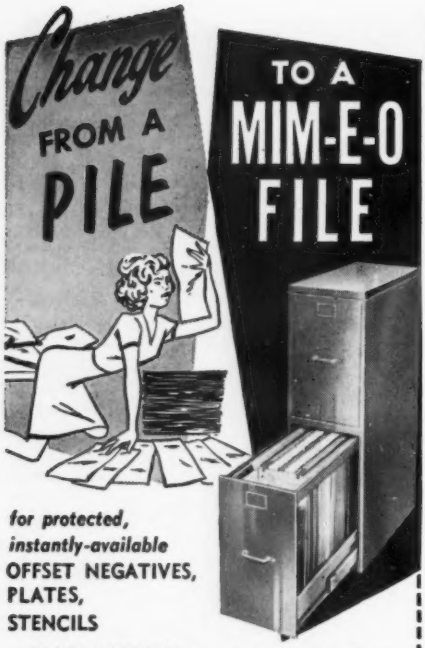
For More Information Circle No. 443

suggestions for correction of his mistakes, he may actually benefit from his experience. In this event, subsequent employers will be saved many headaches. One such candid interview can cause a chain reaction of increased efficiency through many personnel departments in addition to improving the man's chances for success.

Because so many employers fail to assume this responsibility, it frequently falls in the lap of private employment service to give unwelcome information to the client seeking a new job. An almost endless number of situations regarding references, vocational counseling and the like, are the result. To perform its function, the personnel service must know the truth. If the



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For More Information Circle No. 111

Mrs. Holmgren counseling a young applicant.

employer will not assume his responsibility, the personnel service has no choice but to take over. The resulting situation is frequently an awkward one.

I recently interviewed a young girl applying for a job as a switchboard operator. When asked about her last job she hesitated before telling me, "I'm not sure, but I think I was laid off." After she left my office, I called her last

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place of employment and was told that she had been discharged because of a series of mistakes she had made on her job and because a bad domestic situation was undermining her work. Further inquiry revealed that she had been told only that she was being laid off; not the reason why. This girl was intelligent and aware of the situations which existed. She suspected the truth but, because it had been kept from her, she was confused and underestimated the seriousness of the things she had done. Obviously she would, unless corrected, carry her mistakes to any other job she might hold.

Recent trends in medicine toward a more candid relationship between doctor and patient focuses attention on this problem. Modern medicine considers a patient better off for having a realistic picture of his diagnosis and prognosis. The same should be true for the "job sick" who find themselves either rejected for available jobs or separated from their employment.

There are always those who cannot bear to hear unpleasant things about themselves. Consequently, this problem must be handled carefully lest the entire foundation of a person's morale be destroyed. However, although there are always exceptions and although a personnel executive's purpose is never to destroy hope in anyone, he should use his knowledge to steer people into channels where they can find employment. He will find it necessary to inform someone, tactfully and kindly, that he is not qualified to do the thing he might want most to do. An honest approach by personnel counselors will help people seek employment on levels they can

handle, with less frustration for them. It also will encourage people to correct their shortcomings to qualify themselves for the job they want.

This policy is not unknown in some companies, but it is by no means general. Far more personnel men will hedge the responsibility of apparently sitting in judgment than assume the burden of telling an unpleasant truth. Personnel people are usually compassionate and have a genuine fondness for those they interview. More often than not they'll do anything in their power to keep everybody happy. That, of course, includes themselves, the applicants, and their bosses.

Because of this soft-heartedness, their relationship with applicants is affected by the apparent lack of courage to say, "No." When they do say, "No," they don't explain why. When a person's employment is being terminated, all too frequently the same feeling of compassion prevents them from telling the departing employee the reason.

Many companies do have personnel departments with not only an efficient system of screening, testing and interviewing job applicants, but an equally efficient system of severance which includes a good exit interview. The severed employee is made completely aware of the reasons for his separation and allowed to express any dissatisfactions

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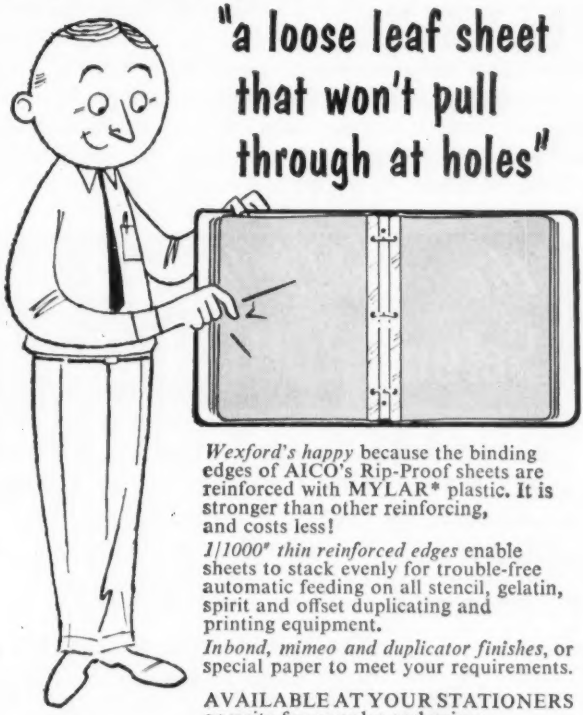

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For More Information Circle No. 455

he might have had with the company which may have led to the situation which precipitated his being discharged. Unfortunately, in too many instances where this highly developed technique exists, there develops an almost complete lack of human feeling and people are treated like bits of equipment.

When a person applies for a job he is usually required to give the reasons for leaving his previous jobs. This should be one of the most revealing and important parts of the application. Frequently, however, the information listed is of little or no value because it is either a deliberate falsehood or an unconscious misstatement of facts. It is human to make mistakes and to try to hide them or excuse them. It is, therefore, to be expected that people will try to place the blame elsewhere when they are fired from their jobs. Dozens of different reasons for leaving are given, but seldom will an applicant admit he was fired. When he does admit it, he usually finds some way to place the blame on someone else.

The true facts usually can be obtained through the reference check, but many applicants assume that the prospective employer will not bother to check references, and a surprising number of them do not. What of the reference check which reveals that the applicant's reason for leaving is not as stated on the application form? Is the obvious deduction that the applicant is lying—or could it be that the former employer or his personnel man failed to tell the employee the real reason for his termination? Personnel men, being human, hate to actually hurt anyone.

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They will soften the blow whenever possible. But when the call for the reference comes, and the employee is no longer sitting there looking at him, it is easy then to tell the truth.

Is this being fair to the employee? It is bad enough that he lost his job, but softening the blow by failing to tell him where he fell down is really no kindness at all. If a girl cannot spell correctly but was hired nevertheless during a labor shortage, the fair thing is to tell her that girls who can spell are now available and that if she wishes to stay on the payroll she must learn to spell. This is better than letting things go along, and then suddenly discharging her with a fairy tale about some vague "company policy." Then, when the reference request comes, tell the prospective employer that "we had to fire her because she couldn't spell and wouldn't take the trouble to learn how."

Other instances could be cited. The receptionist who, when hired, was a conservative brownette, and who comes to work one day with bleached hair, should be told that such changes are in poor taste in a conservative office; rather than turned out without discussing the matter and told that "we have to cut down." When this sort of thing happens, the discharged employee, although perhaps suspecting the truth, follows the pattern of human nature, accepts the reason given, proceeds to justify or forget past misdemeanors and goes out to look for another job armed with the weapons of defense supplied by the previous employer. And when this personnel man later tells a prospective employer the real reason for

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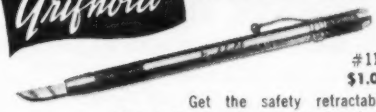

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For More Information Circle No. 391

termination he has, in effect, sold that employee down the river.

The same thing often occurs when someone applies for a job and is not accepted. Very few are told the real reason for their rejection. The young lady with the bleached hair, mentioned above, might go from office to office, seeking a job, and never be told that while her abilities are satisfactory, her appearance is not in keeping with a a business office. Fobbed off by lame excuses or out-and-out untruths, such as "the job has already been filled" when there is obviously no receptionist in the lobby, she is justified in concluding that she is being unfairly treated.

Consider the young man who wants to be a salesman. Of sound body and mind and with a college degree in business, he would seem a likely prospect. But suppose this particular young man is afraid of his own shadow, stutters whenever he gets nervous, which is every time he encounters a stranger, and has just married an equally shy young lady who can't bear to be left alone for one single night. Our personnel man gives the young man a casual story about plans to interview several men for the job in question, assures him he will be given every consideration and be notified when a decision is made. The young man goes home thinking the prospects look pretty good. Being a timid soul, he hangs around home a week or so, at first with great anticipation, then with gradually growing apprehension, finally realizing that no call is forthcoming, not even to tell him that someone else has been hired. He finally realizes the time has

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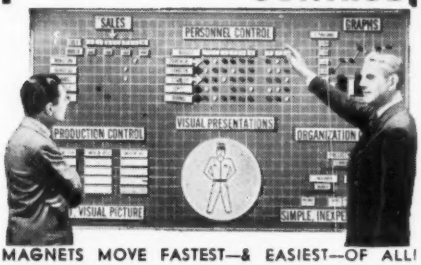

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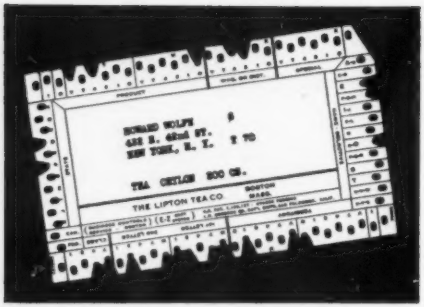

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gone by and he still has no job. His sense of inadequacy has been increased. He will approach the next job interview with even less confidence in himself. Sooner or later he may learn to recognize the old "don't call me, I'll call you" stall, but will he learn what to do about it before his ego is seriously damaged? There is no crime in being shy and self-conscious. Some of our finest people are just that. The only crime is in not counseling this young man and guiding him into channels where his true abilities will be appreciated and utilized.

No one in any employment office need be brutal. It is not necessary to tell a stout girl bluntly that she is too fat. It is not necessary to tell someone he lacks the intelligence to handle a specific job, or that he is too old, too young, too shy, too brash, or the like. There are ways to tell people, without hurting them, that they are trying for something they are not likely to achieve. Even if a girl is not suited to be a receptionist, there are many other jobs she can handle, and she should be encouraged to apply for such jobs.

To determine their views on this matter, ten personnel men were questioned. Of the ten, seven agreed that the true facts should be given to job applicants or separated employees and readily admitted their only reason for not doing so was because they found it too unpleasant. Two stated that they felt no responsibility other than to their own firm. They considered it none of their concern or responsibility to do any counseling or to function in any other capacity than required to staff their own offices. One of these had

been so instructed by his management. The remaining man agreed completely with the premise that honesty is best and said he followed the practice whenever feasible.

A good executive should have the courage to tell the truth. He does not have to make the truth hurt; he can be kind about it and still tell the truth. He should tell the kind of reference he is really going to give. By having the courage and the kindness to face the problem, he can really help people by making them face up to their own shortcomings and, perhaps, learn to correct them. Doing this will benefit not only the employee, but it will also help to relieve the problems of the next personnel man with whom the employee comes in contact. Thus will result the ultimate chain reaction of improved efficiency and honesty which will greatly relieve the burdens of all people engaged in personnel work.

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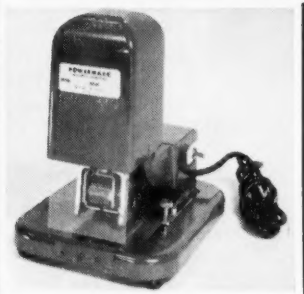

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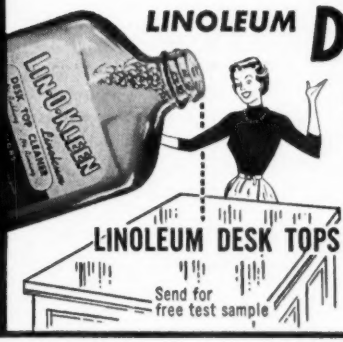

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News of the Office

Demand for Office Workers

The most widespread demand currently reported by local Bureau of Employment Security offices is for well qualified clerical workers, chiefly secretaries, stenographers and typists. These stringencies are not confined to any particular industry and exist in all sizes of companies, from the one-man office to the giant corporation. Hard-to-fill openings are also widely reported for bookkeepers, office machine and telephone operators. Many employers seem willing to relax age requirements but not performance standards. In some instances employers no longer insist on experience as a qualification, but do require evidence of aptitude.

Chicago Records Seminar

Record Controls' annual conference on records management will be expanded this year into a two-day seminar at the Sheraton-Blackstone Hotel, Chicago, Oct. 8-9. The program will cover: (1) record problems in a technical center with discussions on routine procedures, indexing, report and laboratory notes, and fugitive materials; (2) management improvement through records, stimulating employees, record retention, machine searching. For information write: Record Controls, Inc., 209 S. La Salle St., Chicago 4.

Office Safety Pamphlet

"Accidents in the Office," a pamphlet prepared by National Safety Council, explains how many office accidents can be avoided with a little common sense and courtesy. A single copy is available free from National Safety Council, 425 N. Michigan Ave., Chicago 11.

National Secretaries Elect

Evelyn G. Day

Evelyn G. Day of Middletown, Ohio, was elected president of the National Secretaries Assn. (International), at the 14th annual convention in Miami Beach. Mrs. Day is executive secretary to Charles F. Hook, chairman of the board of Armco Steel Corp.

Federal Accountants Show

Federal Government Accountants Assn.'s 9th Annual National Symposium on Integrated & Automatic Data Processing Systems will be held May 23-24, 1960, at the Statler Hotel, New York, reports Lawrence Craner Jr., exhibit manager. He advises that application blanks and information can be had from Federal Government Accountants Exposition, Robert T. Kenworthy, Inc., 10 East 40th St., New York 16.

Photo File Standard

A revision of the American Standard for photographic filing enclosures for storing processed photographic films, plates and papers, PH4.20-1958, has been approved. The previous edition was Z38.8.21-1950. The standard gives the principal physical and chemical requirements for paper enclosures, not plastic envelopes and sheaths. Copies of the standard are 60 cents from American Standards Assn., Dept. PR 84, 70 East 45th St., New York 17.

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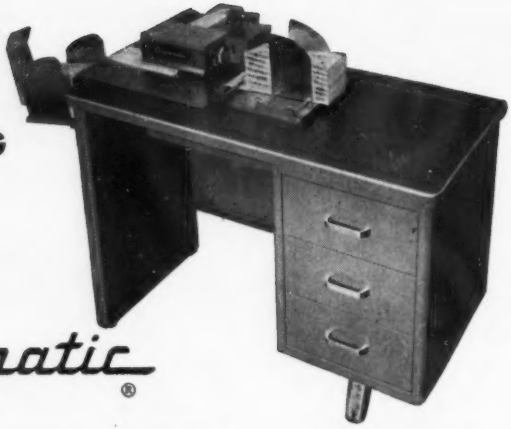

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Visual Presentation Workshop

The 7th Annual Awards Competition for the best visuals of the year will be held May 10, 1960. Closing date for all entries is Feb. 15. Complete details and entry forms from Day-of-Visuals Committee, National Visual Presentation Assn., 19 West 44th St., New York 36. May 9th will be devoted to workshop sessions and the latest techniques in sales seminars and visual presentation will be explained.

Corporate Secretaries Name Hall

Sheldon F. Hall, vice president and secretary, Burroughs Corp., Detroit, was elected president of the American Society of Corporate Secretaries. Mr. Hall was also re-elected a member of the board of directors.

N. Y. Student Typing Contest

Some 200 students will compete in a typing contest to pick New York's best student typist during the 1959 National Business Show, at the New York Coliseum, Oct. 19-23. Sponsored by Alpha chapter of Delta Pi Epsilon, a national honor graduate fraternity of business educators, the contest is open to all secondary students in the city's public and all parochial schools. The winner will receive a certificate of proficiency and a Lettera 22 portable typewriter from Olivetti Corp. of America.

Suggestion Systems Expand

National Assn. of Suggestion Systems' 238 member companies in 1958 received 1,674,463 employee ideas of which 427,117 were used. Cash rewards to employees totalled $13,359,445. For a free 24-page booklet on how to run a suggestion plan, write NASS, 25 E. Jackson Blvd., Chicago 4.

N. Y. Fraud Prevention Course

Each year thousands of dollars are lost to business because of merchandise obtained on credit through misrepresentation. To help businessmen avoid these losses, the N. Y. Institute of Credit of the N. Y. Credit & Financial Management Assn. starts a course this month on fraud prevention. Details from the association at 71 West 23rd St., New York 10.

NOMA Program Changes

William T. Cavanaugh, executive director, National Office Management Assn., announced a change in programing for the organization's 41st International Conference in Montreal, Canada, in May 1960. NOMA will feature a total of 18 or more technical sessions with smaller groups participating in workshop meetings which will explore each subject in detail. Covering all aspects of the field of office management, each technical session will be conducted by a recognized expert in

Alicia Cogan was chosen Secretary of the Year at the convention of the National Secretaries Assn. She is secretary to Edgar Buttenheim, chairman of the board, Buttenheim Publishing Corp., New York. L. to r. are Julie Lawler, secretary to Gov. G. Mennen Williams, Mich., second choice; Clare H. Jennings, outgoing NSA president; Mrs. Cogan, and Agnes Brown, secretary to Edward Gallahue, president, American States Insurance Co., Indianapolis, third choice.

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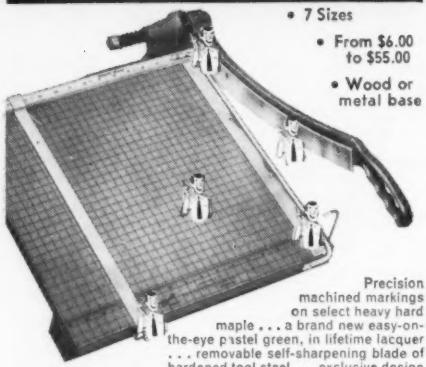

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For More Information Circle No. 381

the field, augmented with audio-visual and graphic presentations. Another innovation will be concurrent technical sessions in the Montreal Show Mart, bringing closer liaison between the exhibitors and the conference registrants. Further details from NOMA Field Service Div., 1931 Old York Road, Willow Grove, Pa.

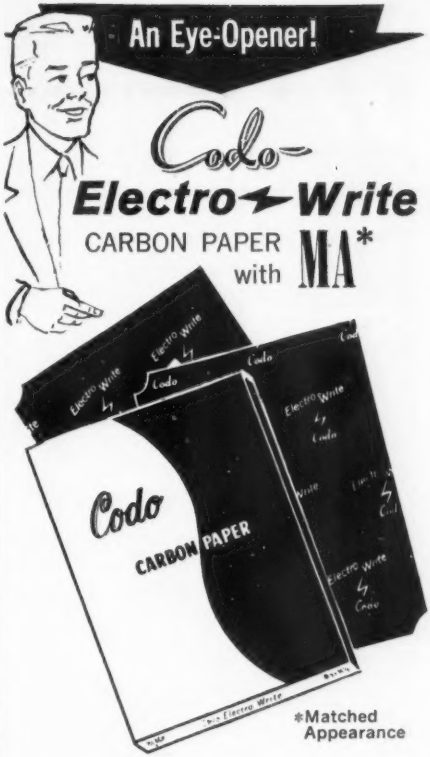
Automation Show Postponed

Richard Rimbach Associates, Pittsburgh, announced the postponement of the 5th International Automation Exposition & Congress scheduled for the N. Y. Trade Show Building, Nov. 16-20. Reasons for the postponement were not detailed. The show will be rescheduled for 1961.

Lend Typewriters to Students

Behr-Manning Co., Troy, N. Y., lends typewriters without charge to employees' children. They postpone the trade-in date for office typewriters for two or three years and make the machines available to children taking typing courses in high school. Entire program is handled by the office services department headed by Edward J. Richardson. Employee fills in a simple form giving his name and name, grade and school of his child. Child's teacher is asked to sign a statement that, in her opinion, the loan would assist pupil's progress.

Typewriters are lent for a single semester only then returned, cleaned and checked for needed repairs. If student wants it for another semester, he makes new application. Unless machine needs costly repairs, it returns to loan pool until postponement of trade-in has elapsed. Company estimates that loss in trade-in value is only about $7 per year per machine. Results have been consistently good, particularly in comparison with former procedure of selling machines to employees at trade-in value. That program had two flaws: demand exceeded supply, causing some dissatisfaction, and employee could sell machine. Present program may develop typist and secretarial candidates for later employment.



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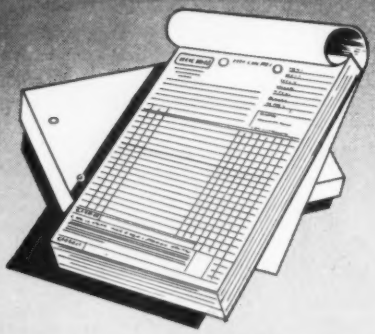

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For More Information Circle No. 404

NOMA Assistant Director

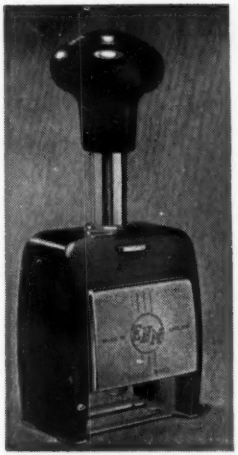
W. T. Cavanaugh, executive director, National Office Management Assn., announced that the NOMA board of directors has created the staff position of assistant executive director and A. C. Spangler, long a staff member of NOMA, has been designated to fill that post.

Visual Job Impediments

Business is failing employees by neglecting their visual requirements, declared Dr. George W. Davis, Fellow Distinguished Service Foundation of Optometry, and Research Visual Consultant for the Sales Analysis Institute, at its national meeting in Chicago. Almost all employee visual problems are the result of work conditions. Certain jobs develop certain types of eye problems. Extreme concentration on a tedious near-point task for a prolonged period may result in a disabling condition. Relatively small visual discomfort gradually becomes more severe throughout the day, causing fatigue factors that affect the rest of the system, decreasing physical ability and mental alertness. Glasses prescribed when the employee is in the doctor's office cannot keep up with or correct such a problem. The employee who tries to adjust finds that his originally simple problem of eyestrain or fatigue becomes a permanent condition and he is unable to see clearly either with or without glasses.

Many jobs that look visually difficult, said Dr. Davis, are not necessarily so, as for example, transcribing. It might be efficiently handled by a blind typist. Jobs that look easy may turn out to be almost unreasonable when measured by visually impedimental standards. Some work is intensely fatiguing over a relatively short period, as for example, transcribing logarithm tables. After 15-20 minutes the transcriber may be utterly fatigued visually, and an immediate visit to the eye doctor might result in a prescription for glasses which, in the long run, would prove detrimental.

An increased work strain and a strong



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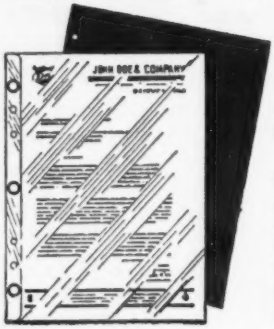

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desire not to make errors can cause severe visual fatigue. Physical tension causing visual fatigue in stenographers is sometimes eased by simply moving the work from the right to the left side of the desk. Other seemingly minor alterations in habit patterns have proved beneficial. Dr. Davis says management and employees should learn how visual fatigue and visual impediments occur and how they can be overcome.

Coffee Drinking Increases

Workers drank more coffee on the job last winter than ever before, says the Pan-American Coffee Bureau, New York, which reports that on a typical winter day more than 27 million had coffee during working hours—13 million in the morning, four million in the afternoon and ten million at both times. There is a strong trend toward serving coffee at the desk rather than allowing the employee to go out for it. About 77% of all offices now permit a coffee break, compared with 73% in 1956. More than a third of these have formal breaks while the others allow their workers to have it as they wish or according to workload. Of those having a formal break, 11% allow five minutes; 40%, ten minutes; 43%, 15 minutes; and 6%, 20 minutes.

Retirement Dwelling

Crestview, an apartment for retired business and professional men and women, will open in December in Sylvania, a suburb of Toledo, Ohio. The life-lease apartments offer couples and single persons comfort and security in retirement. Contract includes medical care by a house physician and nurses, as well as hospitalization. There will be recreation facilities, therapy, dietician-planned food service, and a plan for utilizing the brain-power and experience of some 2000 residents. The unit will include a general hospital, chapel, shops, greenhouse, motel, meeting house, nine hole pitch-and-putt golf course, and a bandshell theater. The service is set up as a non-profit corporation. A life-lease

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AUTOMATIC PAK-TYER

Easy to operate and maintain. This speedy **ALL-PURPOSE** tying machine is designed to tie any size or shape package tight without adjustments. The knot is slip proof. Saves time and twine. Several models to choose from.

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Safe for keys, covers, dials, including polystyrene components. Speeds inspections. Frees sticky parts.

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For More Information Circle No. 430

fee, depending on the size and location of apartment, ranges from $9250 to $19,500. Life-care fee pays for meals, dietary service, utilities, upkeep, laundering, and medical care. Though Methodist-affiliated, the development is interdenominational. For details write to Crestview, 3350 Collingwood Blvd., Toledo 10, Ohio.

Treasury's Blank Checks

The U. S. Treasury Dept. in July mailed out about 3000 signed blank checks. According to Lawrence Levy, the department's regional disbursing officer, the error occurred when clerks forgot to feed the checks through a checkwriter. The blank checks were among some 260,000 mailed to governmnt pensioners in all parts of the country.

Machine Accounting Course

A national educational program combining general and machine accounting in one course will be initiated in a chain of business colleges this fall by Automation Institute of America, Inc., 821 Market St., San Francisco 3. It will be available both to individuals and to companies for their employees. The purpose is to produce accounting students and machine operators who know how to apply punched card equipment.

"Work production is up 26%"

New Books

(Continued from page 38)

EFFECTIVE COMMUNICATION IN COMPANY PUBLICATIONS by C. J. Dover. Bureau of National Affairs, 1231 24th St., N. W., Washington 7, D. C., 365 pp., $14.75.

This operations manual is designed to cover virtually every important personnel communication problem likely to be faced by house organ editors, personnel managers, and industrial or public relations people. It contains 51 case histories of methods adopted by over 40 companies, and also a comprehensive index covering hundreds of topics making it easy for the reader to get a quick reference.

ORGANIZING AND FINANCING BUSINESS, 1959 by Joseph H. Bonneville, Lloyd E. Dewey & Harry M. Kelly. Prentice-Hall, Inc., Englewood Cliffs, N. J., 381 pp., $9.

Emphasis in this sixth edition is on financial management rather than organization. The chapters on Business Combinations, and Business Failures and Reorganization, have been completely revised. The chapter dealing with working capital has been expanded to include the concept of cash flow. More stress has been laid on the modern corporation and partnership structure, less on such obsolete organizations as limited partnerships.

ADVANCED ACCOUNTING PROBLEMS, THEORY and PRACTICE by Irving J. Chaykin & Max Zimering. John Wiley & Sons, 440 Fourth Ave., New York 16, 562 pp., $10.50.

This comprehensive book presents each subject with a concise background of related theoretical fundamentals, followed by a series of graded illustrative problems and their solutions.

ADVANTAGES AND DISADVANTAGES OF AUTO FLEET LEASING. Foundation for Management Research, 121 W. Adams St., Chicago 3, 24 pp., Free.

Analysis of salesmen's autos in cities and on the road, based on records covering almost 30,000 cars (not trucks).

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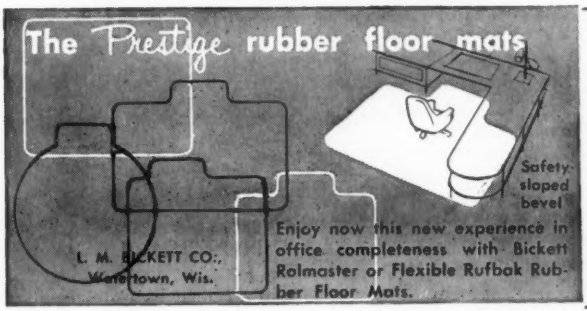

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News of the Industry

Venus Sales Manager

A. L. Van Der Kar

Arthur L. Van Der Kar was named to the newly created post of sales manager for all products of Venus Pen & Pencil Corp., it was announced by C. W. Priesing, vice president of the nearly 100-year-old pencil company. The sales managership for all Venus' pen, ballpoints, pencil and toy products was created because of the company's increased activities, and the diversification of its byproducts. Mr. Van Der Kar brings some 20 years consumer and industrial experience to the post.

Moore's New Division

Formation of a new division and appointment of executives were announced by Thomas Duncanson, president, Moore Business Forms, Inc. The division, which will be fully operative Jan. 1, 1961, will be known as the Central Division and have its headquarters in the Chicago area. Construction of a home office building in Park Ridge, Ill., will start early in 1960. In its formative stages, the division will be under the supervision of W. L. Eggert, vice president and general manager of Moore's Eastern Division. The following executive appointments, effective Jan. 1, 1960, were announced: David Barr, currently general sales manager, Eastern Division, to general manager, Central Division. Norman Creighton, assistant general sales manager, will replace Mr. Barr as general sales manager of the Eastern Division. Other executives in the Central Division are Stanley D. Waltman, operating sales manager, who becomes general sales manager. Mervyn Taylor, assistant controller in Niagara Falls, was named controller of the new division. The Central Division will embrace the company's marketing areas in the states of N. D., S. D., Neb., Minn., Iowa., Wis., Ill., Ind., Ky., Mich., Ohio, and 21 northern counties of Missouri.

TelAutograph Acquires Hogan

TelAutograph Corp., has bought Hogan Laboratories, Inc., and its wholly owned subsidiary, Faximile, Inc., it was announced by Raymond Lee, president of TelAutograph which acquired the Hogan manufacturing facilities, assets and patents, but Hogan retains existing patent licenses. Dr. John V. L. Hogan, president of Hogan Laboratories, was elected chairman of the board of the Hogan Faximile subsidiary, which TelAutograph has organized. Mr. Lee stated that TelAutograph now has one of the most diversified lines of equipment for industrial data transmission.

Nebraska Salesbook Sold

Sale of Nebraska Salesbook Co., Lincoln, Neb., was announced by Marvin B. Levy, president. The 70-year-old company was purchased by Jerrold Wexler of Chicago and Dudley C. Ruttenberg of Ft. Wayne. Nebraska Salesbook, a leading business forms manufacturer, distributes its products

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World's Finest Electric Pencil Sharpener

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GREAT BARRINGTON, MASSACHUSETTS

For More Information Circle No. 271

nationally. The new president and chairman of the board is Jerrold Wexler; secretary-treasurer is Dudley Ruttenberg; executive vice president and general manager is Harold R. Salisbury and vice president is Alan R. Marks. Mr. Levy continues with the company in an advisory capacity.

Directs British Subsidiary

Fred M. Miller

Royal McBee Corp. named Fred M. Miller managing director of its British subsidiary, Visible Writing Machine Co., Ltd. Mr. Miller has been associated with the company since 1948. He has headed international sales of typewriters for the past 18 months and will retain that post. He will move to London from the corporation's international headquarters at Geneva, Switzerland.

Heads Forms Division

C. P. Henderson

Robinsons Printers, Inc., with plants in Orlando, Apopka and Tallahasee, Fla., has appointed Clyde P. Henderson, vice president and general manager of its forms division, according to J. E. Robinson, president. Mr. Henderson was formerly general manager of the wholesale and export division of Uarco, Inc., Chicago, and general manager of Nebraska Sales Book Co.

Calculagraph Sales Manager

Howard J. Kingshill was appointed sales manager, Industrial Div., Calculagraph Co., Harrison, N. J. Mr. Kingshill served most recently as manager for one of Victor Adding Machine Co.'s eastern seaboard operations and earlier as the company's national account specialist in various cities.

Manager of Ormig Division

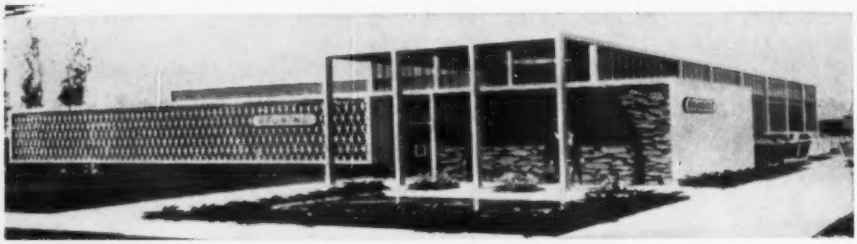
Charles F. Reid

Appointment of Charles F. Reid as manager of the Ormig Div., Copy-Craft, Inc., was announced by W. E. Bradley, president. Connected for many years with National Cash Register Co. in New York as a national accounts man, Mr. Reid will be responsible for Ormig sales and development.

Ross-Martin Appoints Matthies

Leslie Matthies

Ross-Martin Co., Tulsa, Okla., announced the appointment of Leslie Matthies as director of administrative research, a newly created post in the company. Mr. Matthies, a 20-year veteran in systems and procedures, received the 1958 Systems Man of the Year award, highest recognition of the Systems & Procedures Assn. of America. He has written more than 100 articles on management subjects, and has served as a seminar leader for American Management Assn. In his new capacity he will contact executives in all branches of industry. He was formerly chief of engineering systems and procedures for Hallamore Electronics, Anaheim, Calif. One of the administrative services already offered by Ross-Martin is the forms management service which provides companies with continuing forms control programs as an aid in reducing clerical costs.



New $250,000 office building and warehouse of Charles Bruning Co. in Seattle will have removable walls to permit expansion on the 70,000-sq. ft. tract, according to Herbert F. Bruning, president. Brenton R. Nelson is Seattle branch manager.

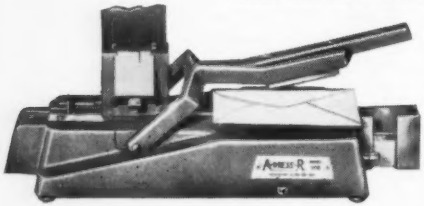
Bruning Microfilm Specialist

Herbert F. Bruning, president, Charles Bruning Co., said Quentin R. Sharp had been named microfilm specialist. Mr. Sharp, formerly an engineering specialist for Recordak Corp., was assigned to the marketing and promotion division and is responsible for the development and promotion of a full line of microfilm equipment. Bruning is augmenting its Copyflex reproduction systems with a wide variety of microfilm equipment.

Transac Sales Manager

Promotion of William Doherty to sales manager for Transac computers was announced by Philco Corp.'s Government & Industrial Div. He replaces John J.

Model 500 Metal Plate



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ADDRESSING MACHINE

• Speed 1300 IPH • 150 plate stacker capacity • Automatic plate change • Automatic rotating ribbon • Prints black or colors • Consecutive, repeat, skip • Takes up to 9" x 14" sheet • Makes carbon copies • 48 hour embossed plate service to any point in U.S. • Heavy construction; weight 25 lbs.

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(Mark it on your calendar now!)

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*Chicago — March 15, 16, 17, 18 — 1960
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Rudolph Lang, Managing Director of Exhibits
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For More Information Circle No. 454

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For More Information Circle No. 288

Nisbet who was appointed marketing manager for Transac computers several months ago. Mr. Doherty will be responsible for Philco's computer sales program and supervision of regional sales managers and field representative. Prior to joining Philco last year as a sales representative, he was technical services coordinator at the Burroughs Research center for two years. He was also supervisor in the analytical group at Atlantic Refining Co. for ten years.

Southeast Representatives

Ralph W. Graham and James C. Young are associating as manufacturers representatives covering the eight southeastern states with headquarters at 367 Tall Oaks Drive, N. E., Atlanta, Ga. Four years ago Mr. Graham joined Stein Bros. Mfg. Co., Chicago, where he became general sales manager, leaving his established manufacturers representative enterprise in the capable hands of Mr. Young, under whom the business progressed substantially.

Customer Service Manager

Robert S. Miller was named to the newly created post of customer service manager for Royal McBee Corp., F. P. Ryan, executive vice president, announced. Mr. Miller will provide technical supervision for all field service operations for both office and portable typewriters and the company's electromechanical data processing equipment. He will also supervise the technical publications department, and typewriter product specialists at the Royal McBee general offices.

Schwab Ass't Sales Manager

L. E. Wood, executive vice president, Schwab Safe Co., announced the appointment of R. M. Vander Hoff, as assistant sales manager. He will travel the entire U. S., appointing new key accounts and contacting present connections. Mr. Vander Hoff was sales manager of the safe and file division of R. C. Allen Business Machines, Inc., and was with Remington Rand for 12 years.

Elliott Salesmen Using Wheelits for Both Demonstration and Delivery

The Elliott Addressing Machine Company, one of the largest manufacturers of Address Cards and Automatic Addressing Machines in the world, has recently equipped many of its branches with Wheelits, specially designed for heavy duty demonstration and delivery of Elliott machines. One enthusiastic branch manager writes:

"The Wheelit comes in mighty handy in hauling the Elliott 1250 and 1500 or even 800 when you have to park a block or so from a customer's place of business to make an installation. It also saves on delivery costs."

The Wheelit illustrated was specially designed with wide platform and frame for Elliott machines. Wheelit folds compactly into your car trunk, travels over curbs, up or down steps, around sharp corners; serves as a demonstration table when locked in stationary position. Wheelits also made in non-folding models. Precision-engineered and beautifully finished. Unsurpassed for service and convenience.

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. . . the New Double-Ended Ball-Point Pencil

- **writes RED**
- **writes BLUE**

another Koh-I-Noor exclusive . . . the only two-in-one ball point pencil of its kind on the market.

- ***polished brass nose-pieces***
- ***light wooden barrel***
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Packed either 12 Koh-I-Balls on a display card or in a dozen box.

Retail price 49c

trade and quantity discounts available.

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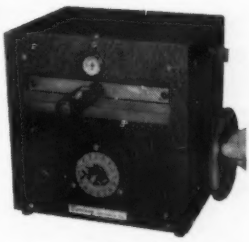
New Rubber Stamp Press



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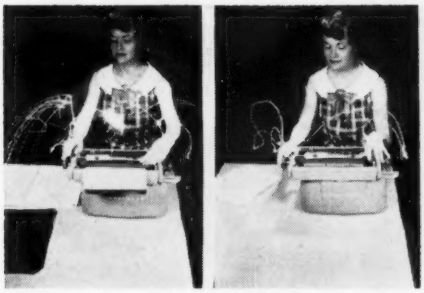

Time-motion photos by Cromwell Rotary Forms, Inc., Albany, N. Y., contrast a typist's motions using loose sheets and carbons (left) with the use of a standard four-part memo forms set (right).

General Ribbon's Daggs

Robert W. Daggs has rejoined General Ribbon Corp., Van Nuys, Calif., after two years in the military service. Mr. Daggs returns to active participation in the typewriter and adding machine ribbon company as vice president in charge of production.

Betty Biggers (left), 1959 National Business Show Queen, and Barbara Boekel, Pan American World Airways Clipper Queen, in a jetliner which will bring executives from all over the world to the U.S. on a business tour Oct. 17-31.

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Indelibly prints Just the same as a big machine costing up to $500.—
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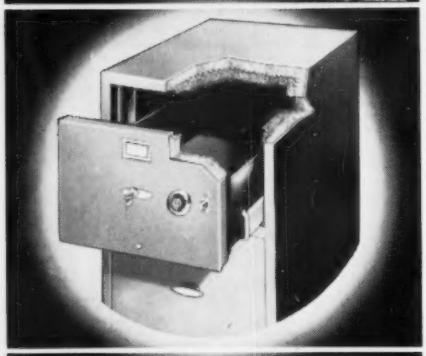
YOUR BUILDING IS
Not Fireproof!



There are no fireproof buildings. Just fire-resistive buildings. And fire-resistive buildings have a nasty habit of walling a fire in. When that happens you can say good-by to paper records. And 43 out of 100 firms losing their vital records in a fire never reopen. Keep those records safe 24 hours a day, in use or not, in Meilink-built Hercules® insulated steel files. At your Meilink dealer or write for folder to Meilink Steel Safe Company, Toledo 6, Ohio.

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*Company*_____

*Street*_____ *Zone*_____

*City*_____ *State*_____

For More Information Circle No. 396

Quality Management

(Continued from page 168)

employees, incomplete instructions or poor forms design and correct these factors. Control errors caused by employee carelessness or employee inability by evaluating quality of each employee and making all workers quality conscious.

Determine acceptable quality level by having management decide the allowable error rate. The degree of accuracy required will determine the extent and cost of the review. Watch for the point of diminishing return. It usually costs more to correct an error in a work unit than it does to produce the unit initially.

Adjust review to the minimum, when feasible, by establishing a sample review plan rather than a 100% review of all items on all documents. The 100% review does not mean 100% accuracy because reviewer fatigue results from large volume repetitive work. A sample review plan of only selected items on all documents will reduce review time considerably yet limit the review to only those significant items which have a high frequency of error or importance of accuracy. The best review practices for any procedure must be tailored to the quality characteristics of that procedure.

Establish a continuing quality control program. Record, analyze and report only enough data to assure maintenance of quality at an acceptable level. If the overall quality level deteriorates, then reinstitute detail recording to permit an analysis and remedial action.

Cut Costs up to 48%

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Glue-Fast
TRADE MARK
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6" MODEL "BX"
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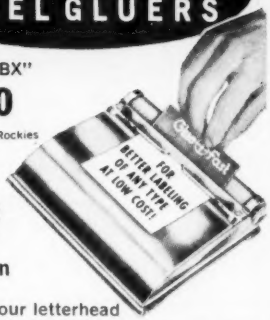

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HALF the PRICE!

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"JUNIOR" NUMBERMATIC

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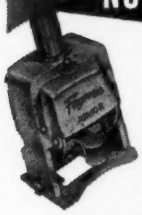

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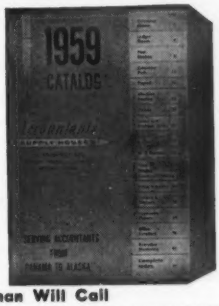

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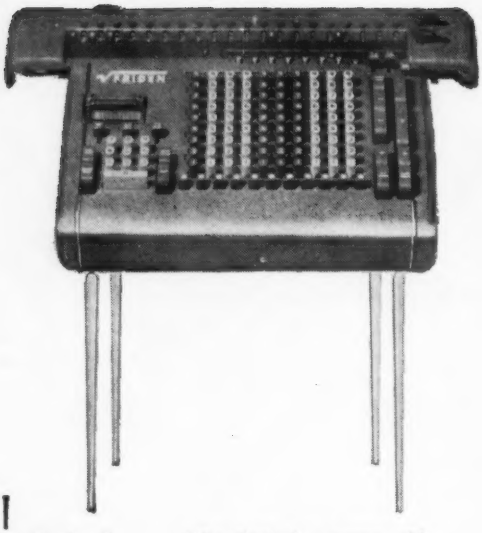

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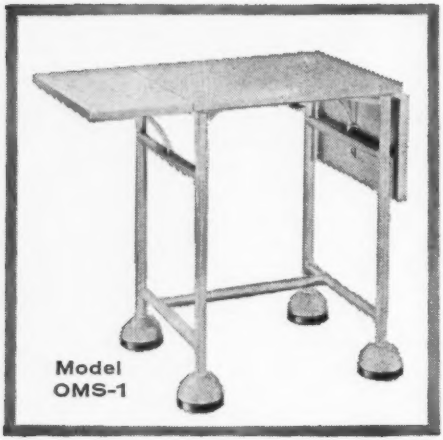

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National Conference & Exhibit Calendar

Assn. for Computing Machinery, Massachusetts Institute of Technology, Cambridge, Mass., Sept. 1-3.

Educational Graphic Arts Exposition, Coliseum, New York, Sept. 6-12.

Assn. for Bank Audit, Control & Operation, Statler Hotel, Boston, Sept. 21-23.

Business Forms Institute, Skytop Lodge, Skytop, Pa., Sept. 21-23.

Office Equipment Manufacturers Exhibits, National Guard Armory, Washington, D. C., Sept. 23-25.

National Stationery & Office Equipment Assn., Conrad Hilton Hotel, Chicago, Sept. 26-30.

Life Office Management Assn., Edgewater Beach Hotel, Chicago, Sept. 28-30.

National Business Forms Associates, Chalfonte-Haddon Hall, Atlantic City, Oct. 4-8.

National Assn. of Suggestion Systems, Sheraton Jefferson Hotel, St. Louis, Oct. 11-13.

National Institute of Governmental Purchasing, Sheraton-Cleveland Hotel, Cleveland, Oct. 11-14.

Systems & Procedures Assn., Royal York Hotel, Toronto, Canada, Oct. 12-14.

American Production & Inventory Control Society, New Yorker Hotel, New York, Oct. 16-17.

Eastern Commercial Stationery Show, N. Y. Trade Show Bldg., New York, Oct. 17-20.

Institute of Newspaper Controllers & Finance Officers, Hotel del Coronado, San Diego, Oct. 18-21.

National Business Show, Coliseum, New York, Oct. 19-23.

American Management Assn., Office Management Div., Roosevelt Hotel, New York, Oct. 21-23.

Insurance Accountants Assn., Bellevue-Stratford Hotel, Philadelphia, Oct. 21-23.

American Records Management Assn., Sheraton-Palace Hotel, San Francisco, Oct. 23-24.

Controllers Institute of America, Penn-Sheraton Hotel, Pittsburgh, Oct. 24-28.

American Institute of Certified Public Accountants, Fairmont & Mark Hopkins Hotels, San Francisco, Oct. 24-29.

American Bankers Assn., Miami Beach, Oct. 25-28.

Eastern Joint Computer Conference, Statler Hilton Hotel, Boston, Dec. 1-3.

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As We See It...

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Therefore, office executives can take another significant responsibility onto their broadening shoulders by keeping their managements informed and advised of the foreseeable rate of growth of paperwork and consequent space requirements for their organizations. They are the logical people to exercise judgement in this matter. In an age of planning, projections and forecasts, it is vital to know home and branch office space requirements as many years ahead as practicable.

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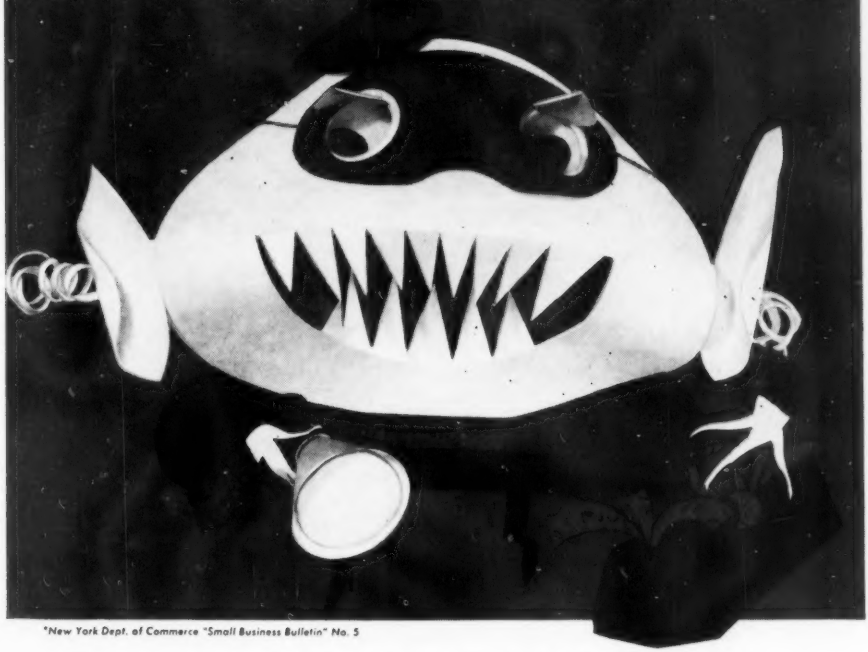

*New York Dept. of Commerce "Small Business Bulletin" No. 5

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